

Electrical Merchandising

A MCGRAW-HILL PUBLICATION • ONE DOLLAR

NOVEMBER • 1958



This fall, all McGraw-Hill publications are featuring special reports urging the modernization of U.S. industry.

This issue of Electrical Merchandising demonstrates ways to modernize the vital process of distribution for the appliance-TV industry.

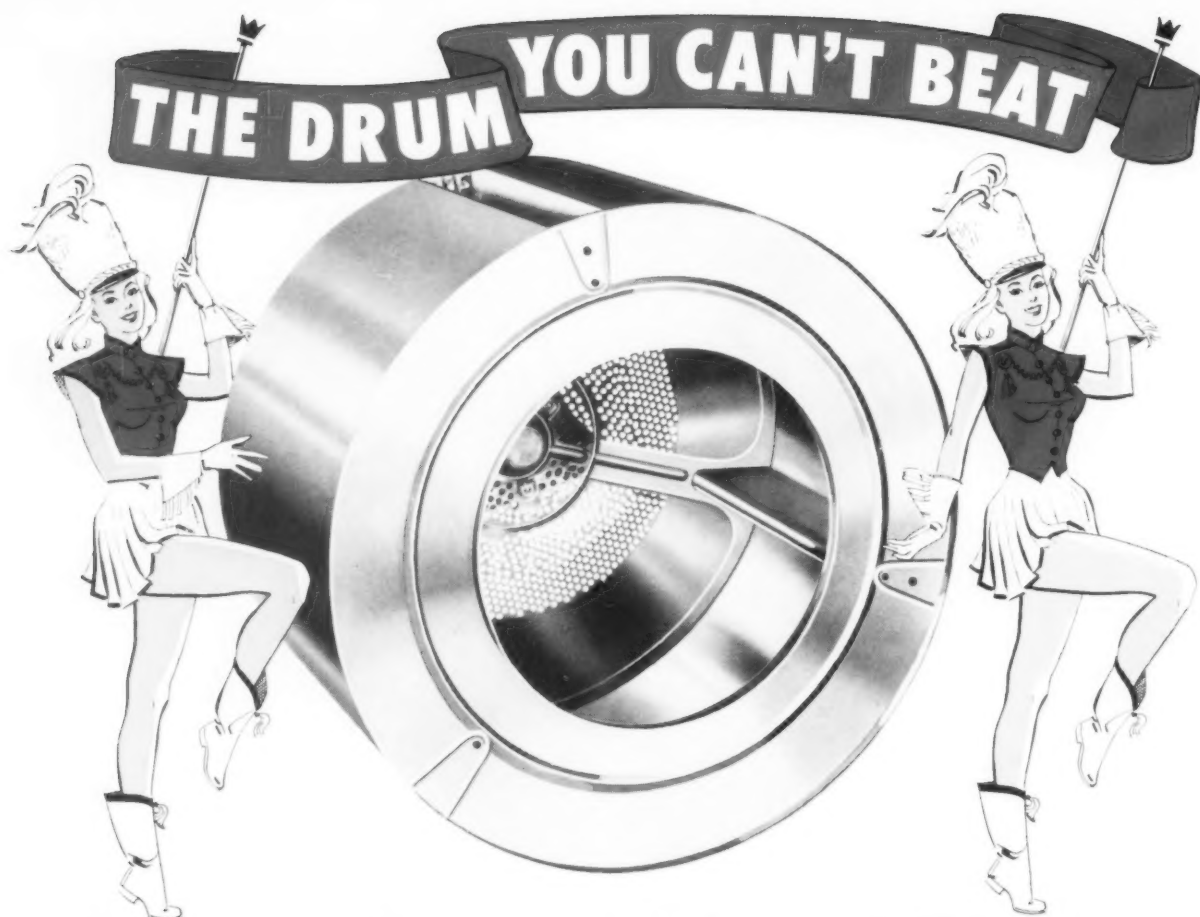
MODERN APPLIANCES INC.



'59
PLAN

*Modernize now
for growth and profits*

A SPECIAL REPORT FROM MCGRAW-HILL TO AMERICA'S BUSINESS EXECUTIVES



Because its Rust-proof, Chip-proof, Moisture-proof
STAINLESS STEEL



Deluxe Model
Electric and Gas



Thrift Model
Electric and Gas

Only the SPEED QUEEN Dryer has it!

Speed Queen's big, fall dryer campaign is now in full swing, leading the dryer parade from coast-to-coast.

We say *leading* because that's exactly the right word.

Speed Queen has the hottest, single sales feature ever to hit the dryer field. *The lifetime stainless steel drum!* It lifts every Speed Queen dealer out of the "me-too" class, and gives him a *quality advantage* that competition is helpless to beat.

Not only that — this quality advantage is being supported by several power-packed promotions!

"Getting on the bandwagon" may be an old cliché, but it certainly applies *here!*

SPEED QUEEN

A Division of McGraw-Edison Company
Ripon, Wisconsin



SPEED QUEEN
famed for dependability

SPOTLIGHT...a quick look at what's going on

NOVEMBER 1, 1958

There's no doubt about it; business has improved dramatically this fall. All the statistics (pages 9, 20, 22 and 24) and all the field reports (beginning on page 13) make this much abundantly clear.

But what about next year? Will business continue to improve? Predictions on this very question are beginning to sift in from a variety of sources and all of them seem to indicate that the present recovery will continue. Frigidaire's Herman Lehman and Westinghouse's Chris Witting both feel that 1959 volume will be close to that of 1957. Lehman sees a gain of seven percent in 1959, thinks 1958's loss will have been about ten percent. G-E's Ralph Cordiner told ELECTRICAL MERCHANDISING last month that it "looks like the appliance-TV business will be better next year and might well approach the level of 1957." Hotpoint's William Wichman foresees a "strong pickup" in 1959 and American Motors' president George Romney expects a "substantial" improvement.

Best of all, these forecasts are being made against a background of steadily improving sales. Kelvinator production in the first two quarters of its 1959 fiscal year is scheduled for an increase of 30 percent . . . Witting made his prediction only after 100 Westinghouse executives had completed visits with more than 2500 dealers in a national "rally week". These retailers reported that they expected the fourth quarter to produce the best volume they've had in two years. . . Norge president Jud Sayre reports his factory sales in the third quarter rose 15.6 percent over 1957 and forecasts a gain of 11.1 percent for the fourth quarter. . . The Shetland Co. says its third quarter sales of floor polishers were up 32.3 percent over last year and the firm looks forward to the best fourth quarter in history. . .

One company with especially good reason for looking forward to 1959 is Gibson. Distributors attending the firm's Havana convention were told that the company expects to increase its sales 10 or 20 percent above 1958's all-time record. Gibson's share of the refrigerator market has increased 22 percent and its bite of the air conditioner bus-

iness is up 50 percent, company officials say. To buttress his claims for a new record in 1959, vice-president W. C. Conley could point to a record volume of advance orders, a clean inventory of 1958 merchandise, and a distribution pattern which found every major market area covered. . .

Kelvinator executives had still another reason for looking forward to improvement in 1959. They've consolidated all appliance production in Grand Rapids, a move which will produce distributive efficiencies and make possible more uniform quality control. Distributors and district men attending the firm's convention in the Michigan city were treated to a rousing civic welcome and an equally rousing speech from American Motors' president Romney who implied that he was determined to do for Kelvinator much of what he had already done for his firm's automotive business. . .

Another group looking for gains in 1959 are the some 300 "manufacturers" who turn out power mowers. Consensus of opinion at New York's Hardware Show last month was that sales will rise to 3.2 or 3.5 million (from about 3.0 million this year). Number of new trends in business were obvious. Watch for the emergence of the "rider mower". Watch, too, for changes in appearance of mowers; new models at show had slick, streamlined housings, new colors and chrome trim. Also, be on the lookout for a growth in the number of attachments and accessories being marketed for mowers as well as the emergence of the "tiller" as a major piece of equipment. Watch also for continued effort to woo more appliance distributors and dealers. The industry is intrigued with the selling "know-how" of the appliance trade.

While almost everyone looks for only modest sales gains next year, everyone also agrees that the really big increases are not too much further away. Specific marketing plans are being made everywhere to capitalize on gains expected in 1960's. To help dealers in making their own plans, ELECTRICAL MERCHANDISING devotes this issue to modernization. You'll find it good reading today, invaluable as a reference tomorrow.

WESTINGHOUSE

COMING!

The refrigerator
that **KEEPS**
HAMBURGER
STORE-FRESH
7 DAYS WITHOUT
FREEZING

COMING!

The only range that
KEEPS MEAT HOT,
JUICY, DONE TO
YOUR TASTE,
even if dinner's
delayed for hours
"NEVER AGAIN
A RUINED ROAST!"

COMING!

Freezers with
AIR-SWEEP
SHELVES, BETTER
FREEZING, MORE
CONVENIENCE

THIS GREAT NEW LINE
FOR '59, including DISHWASHERS,
WATER HEATERS, FOOD WASTE
DISPOSERS and KITCHEN CABINETS
will be "sold" week after week by
America's top TV comedy team.

TUNE IN every Monday for the
finest in entertainment — Westinghouse
Desilu Playhouse or the Westinghouse
Lucille Ball-Desi Arnaz Show —
on CBS-TV.

SEE all these great appliances at
your Westinghouse Distributor's show —
coming soon. Call him for full
information — time, place and **PROFIT**
OPPORTUNITY.

gives you MORE!

COMING!

The laundry equipment
that's more than
automatic...

**IT CAN
THINK!**

WATCH

for the big full-color
announcement in the
December issues of
ELECTRICAL
MERCHANDISING
and MART.

ANOTHER EXAMPLE OF WESTINGHOUSE OAS IN ACTION

YOU CAN BE SURE...IF IT'S



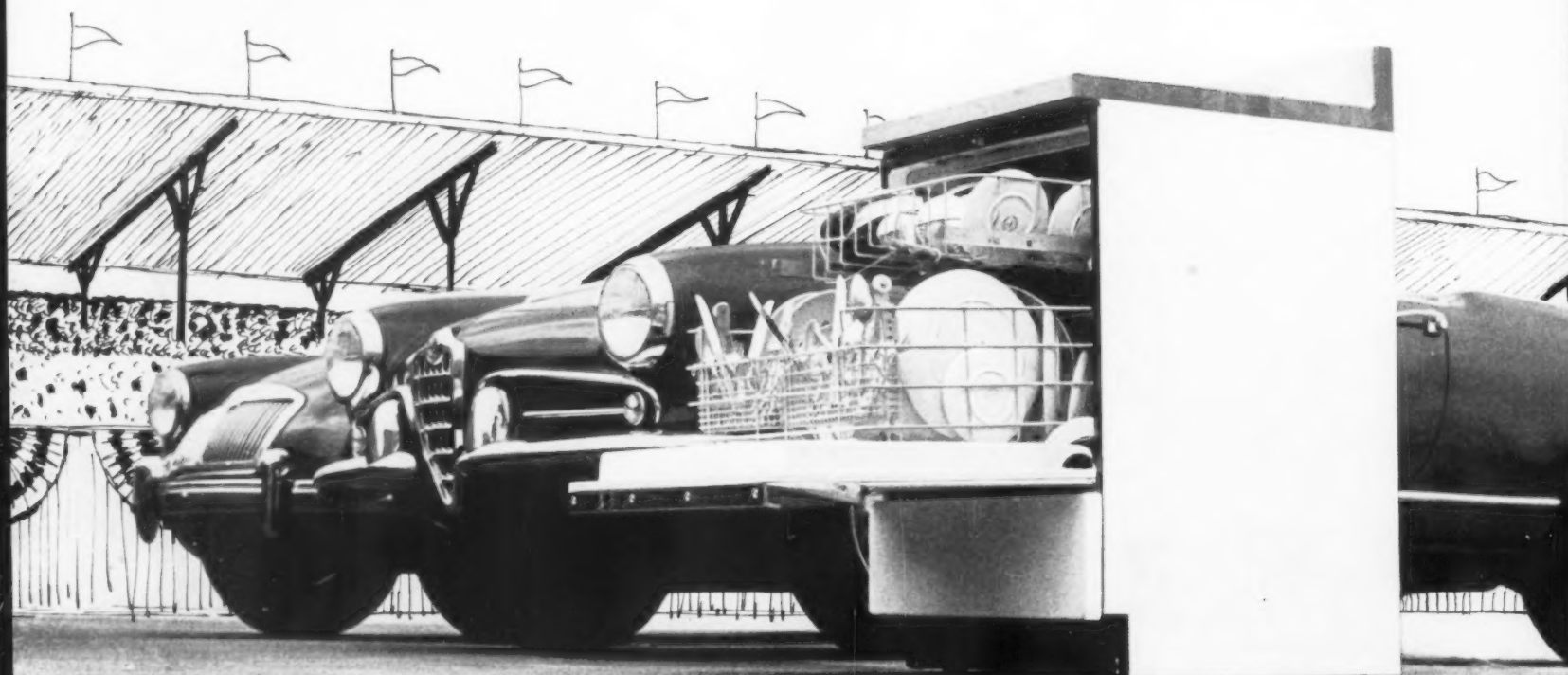
Westinghouse

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS-TV MONDAYS
Westinghouse Electric Corp., Major Appliance Division, Mansfield, Ohio



SETTING THE PACE

...on a fast track!



A fast start...staying out in front all the way. That's the WASTE KING Super Dishwasher-Dryer with SEVEN exclusive features.

In just a few months, WASTE KING distribution has DOUBLED! Dealers coast to coast are finding spotless drying, better washing, quiet operation, interchangeable front panels, humidity-free drying, pre-rinsing, huge capacity turn lookers into buyers. Everywhere—sales are up!

Set the pace with WASTE KING—America's fastest growing appliance manufacturer. See your WASTE KING DISTRIBUTOR...or write for full facts today to:

WASTE KING CORPORATION



3300 East 50th Street
Los Angeles 58, California

DISHWASHERS • DISPOSERS
BUILT-IN RANGES • INCINERATORS

Sport cars courtesy of Italiano Motors, Burbank.

Advanced knowledge, pace-setting techniques go into every WASTE KING appliance.

You know: if it's WASTE KING it's right!

Exacting quality control, maximum-standard manufacturing methods go into every WASTE KING appliance.

You know: if it's WASTE KING, it stays right!

Strong advertising and sales promotion on a week-in, week-out basis coast to coast back WASTE KING appliances.

You know: if it's WASTE KING, it sells right!

Electrical Merchandising

NOVEMBER 1958

A McGRAW-HILL
PUBLICATION

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Wondering about next year's business? Here's the answer. You'll find a roundup of predictions of what's to come—and a quick summary of the reasons why the appliance-TV industry is so optimistic right now.

This is for you! You've heard lots of talk about the promise and potential of the 60's. Here, for the first time, is a real blueprint showing you how to be ready to cash in on that promise. Everybody's talking about the boom due in the next decade. Here's what you should be doing right now to be ready to take advantage of that boom.

How smart a buyer are you? Are you getting the best price and the best deal? If you're not absolutely sure, you'll want to read "You Can Buy as Well as a Discount." It's written by a dealer who learned how to buy just that well—and in the December issue of **ELECTRICAL MERCHANDISING** he tells you his secret.

And in December, too, you'll find another helpful article in our popular "Better Kitchen Merchandising" section. This one explains how good lighting can be used to make a kitchen more attractive to the consumer—and more profitable to the dealer.



In Football and Water Heaters

...You can't guess performance
by the uniform!

From halfway up on the fifty yard line, the teams look pretty much alike, except for, maybe, their different colored uniforms. Can't tell the stars from the third string. Same with water heaters. Except for the shell designs, even an expert can't tell the difference at a glance. It's what's *under* the shell that counts.

The specialists who build Toastmaster Automatic Water Heaters want a good-looking product, of course . . . but they're concerned more with performance than beauty. The reasoning is clear; the basic purpose for a water heater is to produce oceans of hot water. Silently, and quickly. And this function must go on day after day, year after year. The water heater must be a tireless household workhorse. And that's how Toastmaster Water Heaters are built.

Quality *inside* means lasting performance . . . which is what your customer wants most of all. So *sell quality* . . . sell Toastmaster Automatic Water Heaters!

TOASTMASTER

Automatic Water Heaters

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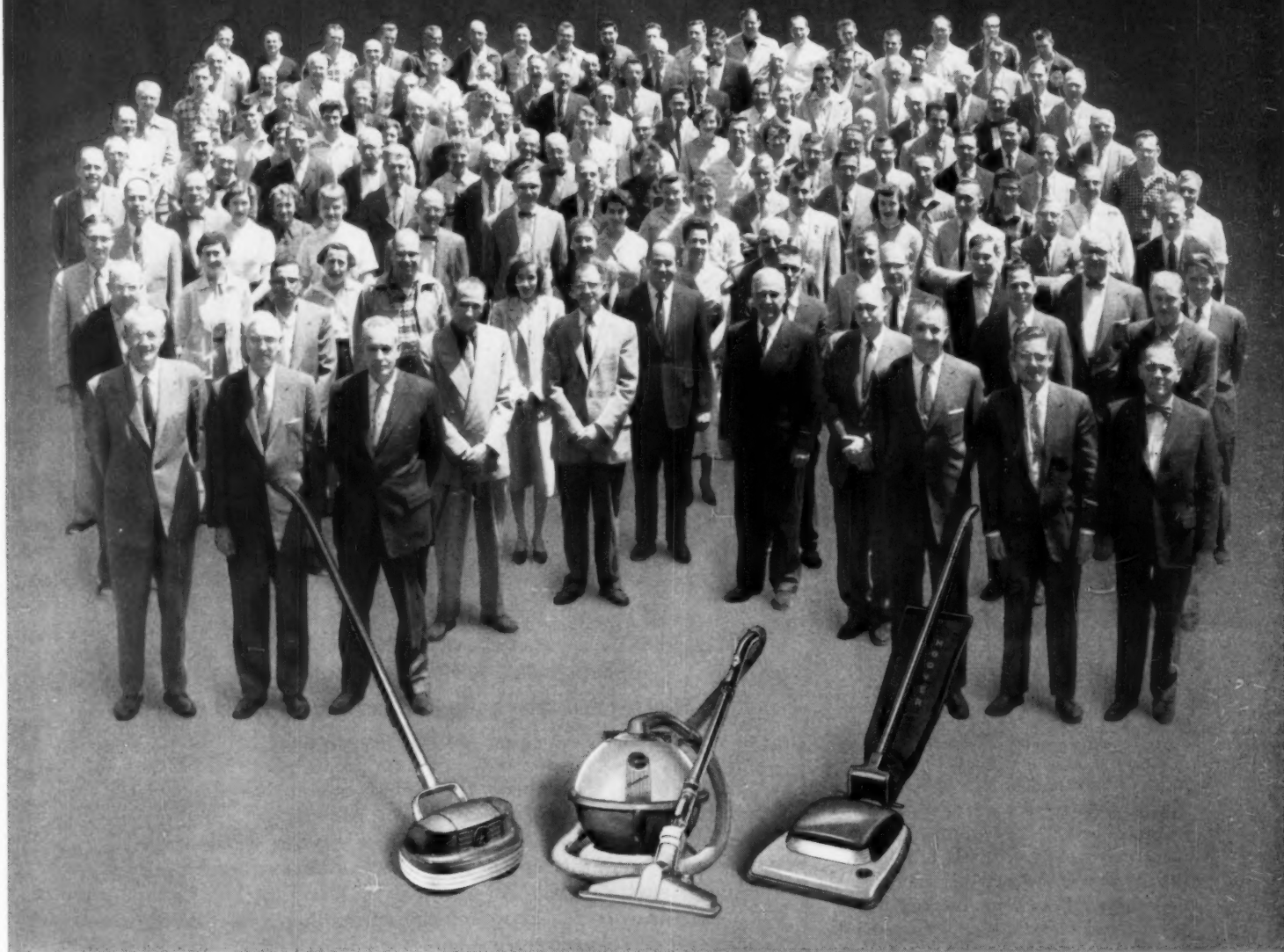
Postmaster. Send form 3579 to Electrical Merchandising, 330 W. 42 St., New York 36, N. Y.

NOVEMBER, 1958—ELECTRICAL MERCHANDISING

What makes HOOVER the biggest name in floor care?

...engineers

(most and best in the industry)



This is the Hoover engineering team, 126 strong (count 'em)!

It's the biggest and best engineering staff in the world devoted exclusively to floor care.

These engineers are probing, testing, designing, improving, inventing every day of every year.

They're the reason Hoover holds 766 active patents—more than any other vacuum cleaner company. Exclusives like the double-stretch hose and the "walks on air" features of Hoover Constellations,

the Automatic Shift and the "beats, as it sweeps, as it cleans" features of Hoover Convertibles, and the "Do-All" brushes of the Hoover Polisher. Features that really pitch in and help you sell.

No wonder more women want a Hoover than any other brand. (That's true year after year, according to independent surveys.)

So doesn't it just make good sense to sell the brand your customers already want? The Hoover Company, North Canton, Ohio.

HOOVER

FIRST FOR FIFTY YEARS

ELECTRICAL MERCHANDISING—NOVEMBER, 1958



PAGE 7

You're right if you are a Hotpoint Dealer!

22 Consecutive Weeks of Refrigerator Sales

Increases Over 1957



Typical of the models that are helping Hotpoint Dealers rack up more sales is this popular 8EN12. Combines big capacity refrigerator with big 115 lb. capacity freezer at bottom. Cabinet rolls out from wall for easy cleaning. Has every wanted feature plus great price appeal. 12 cu. ft. size.

Refrigerator Sales Down? Not Hotpoint!

Sizable retail sales gains over last year reported every week for the last five months

And this is only the beginning! Hotpoint is dedicated to building refrigerators with the Ability to serve your *customers* better . . . and with the Salability and Profit-ability to make *your business* better. Quality is the watchword. Features that provide extra consumer benefits and advantages are the selling tools.

Consumer confidence in Hotpoint refrigerators is reflected daily in increased sales. Here's a selling opportunity for you that is growing . . . and growing . . . and growing.

The Hotpoint difference makes the big difference in Salability

Hotpoint Dealers' profit opportunities are greater than ever before . . .

If you're not a Hotpoint Dealer — you should be!

Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

HOTPOINT CO. (A Division of General Electric Company). CHICAGO 44, ILLINOIS
ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

QUICK-CHECK OF BUSINESS

trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	142	112	154	14.3% down
RETAIL SALES total (\$ billions)	16.9	16.7	17.0	.8% down
DEPARTMENT STORE SALES index (1947-1949=100)	138	147	136	1.4% down
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ million)	352	350	360	.8% less
FAILURES of appliance-radio-TV dealers	23	22	35	1.2% more
HOUSING STARTS (thousands)	118.0	119.0	91.9	8.9% up
AUTO OUTPUT (thousands)	132.0	180.3	280.4	38.5% down
DISPOSABLE INCOME annual rate (\$ billions)	307.5*	305.0*	305.7*	1.1% up
LIVING COSTS index (1947-1949=100)	123.7	123.9	121.0	3.1% up
CONSUMER SAVINGS annual rate (\$ billions)	19.2*	18.8*	23.2*	12.6% down
UNEMPLOYMENT (thousands)	4,111	4,699	2,552	69.9% up

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (*New Series)

Just last month we warned you to watch out for intensified government action aimed at wiping out fictitious price advertising.

Now it's come.

It has come in the form of a broad directive issued by the Federal Trade Commission for the use of its own staff but released to the general public accompanied by a plea for the support of business and civic groups in stamping out such advertising.

The new rules are extremely broad. For one thing, they apply to all businesses (and not just specific industries as has been the case with previous FTC rulings). They also contain a general preamble which broadens the impact of the rule.

Here's just a sample of what the preamble has to say about price advertising: (1) An ad should be considered in its entirety. It may be misleading even though each sentence considered separately is true. (2) Ads aren't intended to be read with a dictionary at hand. (3) "Laws are made to protect the trusting as well as the suspicious."

Then, the guide gets specific—and spells out nine major kinds of fictitious pricing.

It's this combination of general principles and particular

instructions which makes it clear that the FTC is deadly serious about this subject.

In five years one out of every four refrigerators sold will be a gas model. That's the opinion of Elisha Gray, chairman of the board of Whirlpool Corp., which quite obviously has a big stake in gas refrigeration.

Gray's forecast about gas is based on his conviction that the "base market" for refrigeration will be four million units a year by 1961 and five million units by 1964. This is an upward trend and it's based on three developments says Gray:

- (1) further use of automatic ice cube makers
- (2) thin-wall insulation
- (3) frost-free refrigeration

You're going to be hearing a lot about service in the weeks ahead.

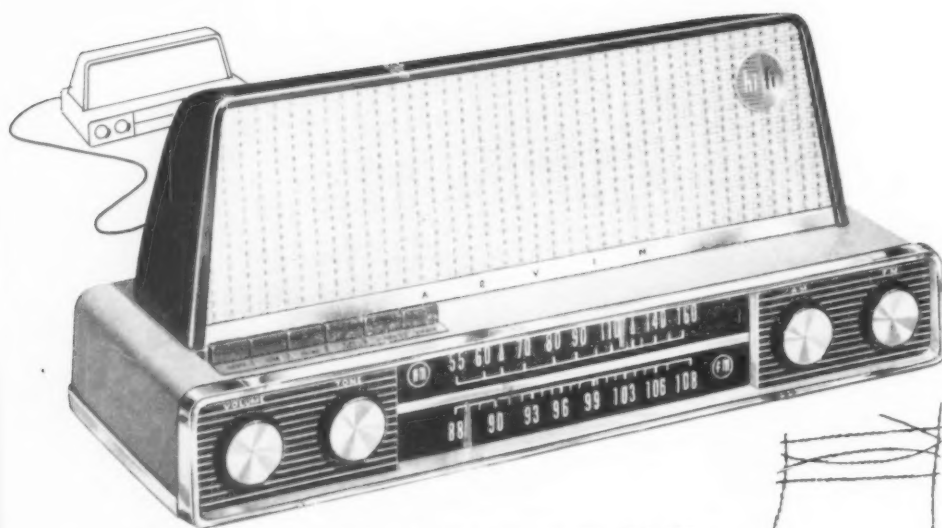
As a matter of fact, service could well be the number one topic of conversation in the industry this winter.

That much is clear from what's been said so far this fall. Manufacturer after manufacturer has accorded service a prominent role in their distributor conventions and press

Continued on page 10

NEW first of its kind... a new dimension in listening!

Arvin HI-FI FM/AM STEREO RADIO

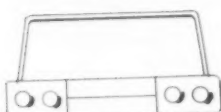


Revolutionary in sound, style, versatility, Arvin's new stereophonic FM AM radio offers the ultimate in audio enjoyment—opens immense new sales possibilities in a vast and virgin market. Model 3586, \$100.00*

ONLY ARVIN offers such a handsome, compact stereo twosome—Hi-Fi FM/AM radio plus matching amplifier speaker

ALL THESE PREMIUM FEATURES:

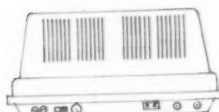
- 9 tubes plus 2 selenium rectifiers.
- Transformer type straight AC chassis.
- 2 Alnico speakers 5" x 7" and 4"—harmonically balanced.
- Separate AM and FM tuning operates simultaneously for stereophonic reception with FM connection to Arvin auxiliary amplifier-speaker or other Hi-Fi system.
- Push-button control for each function.
- Frequency response 30 to 15,000 cycles.
- Phonojack for player connection.
- Gyroscopic tuning—you can feel the difference.
- Separate tone control.
- 7-watt push-pull output.
- Beautiful cabinet of lifetime Arvinyl and plastic, strikingly individual in design, finished in textured gray and black.



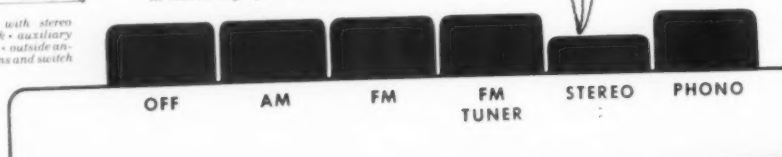
Arvin acoustically matched twin speaker amplifier in matching cabinet. \$49.95*



Two harmonically balanced speakers: 5" x 7" woofer and 4" tweeter



Finished back with stereo jack - phonojack - auxiliary amplifier outlet - outside antenna connections and switch



Arvin Electronics & Appliances Division
Arvin INDUSTRIES INC., Columbus, Indiana
 Arvin also makes Phonographs, Portable Electric Heaters, Car Heaters, Ironing Tables, Outdoor Grills, Leisure Furniture and Electric Fans

20 OTHER MODELS
\$16.95 to \$79.95*

*Prices slightly higher for West and South

trends

CONTINUED

showings of 1959 lines. Frigidaire, for example, took the consumer press out to a General Motors Service Training Center to introduce its lines. The subject of the day's first speech? Service.

And at Kelvinator's distributor convention in Grand Rapids, president George Romney of American Motors laid considerable emphasis on a "revolution" coming in appliances—a revolution he compared to that which has been taking place in autos. No longer, said Romney, will the consumer be attracted by "frills" in appliances. Now she wants products which offer quality and are "functionally good." Vital, too, said Romney, is the availability of good service.

All these thoughts came into focus during AHLMA's sixth annual parts and service conference in Chicago last month. Speaker after speaker examined every facet of the service problem, and hardly anyone blamed the consumer. The general feeling seemed to be that ignoring the problem wouldn't make it go away, and that selling the merchandise as if it would never require service was also a mistake.

Those attending the conference were encouraged by such frankness. Also seen as encouraging were these developments: (1) the fact that several firms have promoted service executives to the same status as other operating division executives; (2) the fact that AHLMA is completing plans for a manual which explains how to set up local vocational training classes; and (3) the fact that consideration is being given to a consumer educational campaign so that service problems don't come as a rude shock. *End*

COMING:

Electrical Merchandising's
January Statistical and
Market Planning Issue

Pinpoints your sales effort in Chicago...

The Chicago Tribune Selective Area Plan



It happens all the time in Metropolitan Chicago. Manufacturers and distributors sell more and sell harder and get greater dealer support with Selective Area advertising in the Tribune.

Here's how you can put this tested plan to work for you.

Every Sunday, the Tribune's circulation in the city and suburbs is split into the five zones shown above. Every Thursday, it is split into three zones.

You select your leading dealers in each zone. We'll work with you to help line them up. Then you can run the same campaign in all sections of the Tribune with a different dealer listing in each zone.

Result: you retain complete control of the

advertising, yet each dealer receives the strongest possible selling support among families in his own selling area.

Chicago dealers are enthusiastic backers of Selective Area advertising. They've seen it work time and time again to produce more sales and traffic in their stores.

Selective Area selling can produce more volume for you in Chicago—but only the Tribune has the tremendous sales power needed to make it work. The Sunday Tribune reaches 956,000 families in Chicago and suburbs—381,000 more than the next Chicago newspaper. The Daily Tribune reaches 707,000 families—208,000 more than the next paper.

To be big in Chicago, be big in the Tribune—with Selective Area advertising.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago
N. A. Hagman
910 Tribune Tower
Superior 7-0100

New York City
C. E. Leeming
220 E. 42nd St.
MUrray Hill 2-3033

Detroit
W. E. Bates
1263 Penobscot Bldg.
WWoodward 2-8422

San Francisco
Fitzpatrick Associates
155 Montgomery St.
GARfield 1-7946

Los Angeles
Fitzpatrick Associates
3460 Wilshire Blvd.
DUmkirk 5-3557

A Report

to dealers and wholesalers of electric housewares



In March of this year the Dormeyer Corporation embarked on a unique policy in the electric housewares industry—Selective Franchised Distribution.

You'll be interested in why we made this important change, and

what has happened as a result.

After considerable study, we decided that the best way Dormeyer could serve the industry—retailer, distributor and consumer—was to sharply limit the number of wholesale outlets to whom we sell Dormeyer appliances and power tools. During recent months, we have put into effect, coast to coast, our new policy of Selective Franchised Distribution.

Here's what happened:

The reaction was encouraging. It was immediate. It was enthusiastic. We've received letters from dealers, from distributors (and even from other manufacturers), commending Dormeyer's stand and endorsing our new policy.

Since putting our new policy into effect, the Dormeyer Corporation has appointed 123 Selective Franchised Distributors in 97 marketing areas coast to coast.

And, here's the Big Payoff! Despite recession talk, our business is booming, with sales up 18.3%!

All this, mind you, in the remarkably short time of six months. And nobody got hurt. We cleared the air on Dormeyer. Everyone cooperated to help make the profit picture brighter for everyone.

We at Dormeyer are grateful to the thousands of dealers

who are wholeheartedly supporting our new policies, grateful to the many distributors who have had the courage and foresight to apply for the new Dormeyer Selective Distributor Franchise. And, we're pleased to see other leaders in the electric housewares field following our example, joining forces with us for the good of our industry.

Our new policy is proving successful because it is dedicated to the proposition of fairness: a fair price plus a superior product for the consumer, and equal treatment and a fair profit for both retailer and distributor.

Once again, thanks to all dealers and distributors who have cooperated so enthusiastically to help stabilize our marketing conditions, and to help make the Dormeyer Selective Distributor Franchise the sound success it is.

James E. Archambault
President, Dormeyer Corporation

DORMEYER

AMERICA'S MOST COMPLETE LINE OF HOUSEHOLD APPLIANCES

trends

REGION BY REGION

THE EAST

By John A. Richards



Seasonal rise there for dealers who work hard at it . . . New TV sets move well . . . Laundry strong . . . Utilities active with varied promotions

THE big optimistic boom for fall they've been talking about hasn't shown itself too much as far as I can see. What we are getting we are working hard for . . . it isn't coming to us."

That was a suburban Philadelphia dealer's complaint last month. There was a measure of agreement for a sprinkling of dealers in centers like Boston, Washington and Buffalo.

Their lament had a hollow sound however. The nature of appliance-TV selling is hard work for whatever profits are forthcoming—slim or hardy. And effort was paying off in the East last month.

In Baltimore, Hagerstown, Silver Springs, and Dover dealers were riding a crest of good laundry sales. In Cambridge, Mass., a dealer attributed a gain of 25 percent in volume to excellent sales of dryers. Laundry paced a strengthening market in Buffalo, Rochester, Niagara Falls and Jamestown.

Between the World Series, Columbus Day and Halloween, dealers had a choice of promotion pegs on which to hang sales drives. A New York chain successfully pushed rentals, while during the Series other metropolitan and upstate dealers fell back on personal programs promoting long-range goodwill through liberal set-loaning. In Reading a dealer scheduled a 24-hour sale for Halloween, with masquerading and long-discounts.

Television pulled strong throughout most of the East, sometimes by stiff promoting, sometimes on its own. Downtown and uptown Manhattan dealers, those

along Long Island's north and south shore highways, in Newark and along Jersey's routes 22, 17 and 4 scooped up good TV and radio sales. Good movement of TV was reported from Buffalo to Washington, from Harrisburg to Boston.

Stereo pioneering is laying the groundwork for sturdy future business for the more enterprising eastern dealers. A week's exposure at the Reading Fair netted few sales for one dealer. But he then set aside eight booths in his store for demonstrating, conducted a week's show, and is now feeling the impact in sales. In Albany a dealer ran a 12-hour show and bagged eight hi-fi sales, awoke interest in stereo. And in New York a distributor set up listening salons at his headquarters, offering listening room arrangements for all dealers, based on unit purchases.

Utilities have been putting forth on behalf of dealers, too. Big dryer campaigns are going on in New York and New Jersey; a new modern kitchen set up in Queens, with dealer sales tie-ins; another dryer campaign kicked off on Long Island; and a big blanket campaign going in the Philadelphia-South Jersey market.

It's obvious the business is around, and slated to get better as Christmas momentum mounts. It's just as obvious a dealer's got to work hard to get it.

THE MIDWEST

By Ken Warner



This fall's good word is "normal business" . . . Sales hold up well across all lines . . . Stereo gets shown . . . Big doin's in Montana.

NORMAL was the word for October. New models were on the sales floors, the good promotions pulled traffic, there was confidence aplenty, and the weather was good.

Fall is television's time to shine, and

for the most part, shine is what TV is doing. "A nice steady business is what they're calling it." In the big towns, baseball's World Series helped some, though for many it just brought in a flurry of service business.

Hi-fi, and more particularly, stereo sound, is starting to sound off. In Grand Rapids, Michigan, dealers are taking the stereo conversion route to stereo sales. While they are set up to convert hi-fi sets to stereo, and intend to do so—at prices ranging from \$30 to \$150, depending on add-ons—the conversion program is more like what one dealer calls a "turnaround" deal. "The man comes in to get his hi-fi converted and you turn around and sell him a new set."

Elsewhere with stereo, small towners have put on stereo-casts, using two TV stations, or a TV station and a radio station. Chicago dealers get good stereo results with small, "class-type" city FM station advertising. The stereo "show" is ubiquitous, seemingly working well in any kind of town, whether put on in a big auditorium, a hotel ballroom or the dealer's own place of business.

Some shortages of merchandise have shown up. More or less reflecting their own buying habits, dealers complain that the lag between the end of the 1958 models and the arrival of 1959 merchandise in quantity is hurting sales, or alternately, they say that they're making out fine with 1958 closeouts.

Slightly outside the Midwest proper—in Montana—there's a continuing promotion that has the whole electrical industry with it, particularly the appliance men. Brain-child of D. J. McGonigle, sales manager for the Montana Power Company, the promotion is called, simply, "Electrical Tuesday." It consists, again simply, of an effort to get the same impact for appliances on Tuesdays that the food stores get with their newspaper ads on Thursdays and Fridays.

Montana Power pays for and uses the lead-off page, and co-ops the next page with area appliance distributors. On the six electrical Tuesdays held so far, more than 50,000 inches of advertising has been run in four towns. This is about 298 full pages! There are well over 500 advertisers participating, covering Butte, Great Falls, Billings and Missoula. That's a lot of advertising, a lot of cooperation, and reportedly, a lot of sales.

Continued on page 16

GECC HELPS YOU SELL

Give her the gift of a lifetime...

**GIVE HER
A KITCHEN
FOR CHRISTMAS...**

STORE NAME

Enjoy the kitchen you've always wanted... custom designed beautiful in color — and pay as little as \$20 per month!

CUSTOM DESIGNED — We'll help you plan your dream kitchen now — including appliances — all cabinets, counter tops and furnishings — all custom designed to meet your special needs.

NEW FINANCE PLAN TO FIT YOUR BUDGET — Our Kitchen Modernization Plan available through General Electric Credit Corporation offers you these carefully planned terms:

1. One monthly payment that includes everything — the cost of appliances, remodeling, plumbing and wiring.
2. Pay as little as 10% down.
3. Take up to full 5 years to pay — with installments as low as \$20 per month... 66¢ per day.
4. GECC's Plan also provides special arrangements for postponing payments if you are unable to work because of sickness or temporary lay-off during the life of the contract.

You can afford to give a complete new kitchen... or to modernize your present one... through our low cost Kitchen Modernization Finance Plan. And you can take advantage of these terms to cover as few as two new appliances... plus the cost of which is plumbed in plus installation costs.

Why wait longer? There is still time to make this the happiest Christmas ever... and for a little per month.

Stop in and see us today!

This suggested Christmas-season advertisement is being provided to General Electric dealers to help them sell kitchens through GECC's 5-year Kitchen Modernization Plan.

HERE'S WHY YOU SHOULD PROMOTE CREDIT FOR KITCHEN MODERNIZATION. A recent national survey on kitchen modernization conducted by an independent research organization brought out these significant results: 58% of potential kitchen remodelers are delaying their plans until they have saved enough money to cover the entire cost of remodeling...consumers do not generally know of the availability of a kitchen finance plan through dealers, such as is offered by GECC. In addition to the reproduction ad sheets shown above, General Electric and Hotpoint

GENERAL ELECTRIC CREDIT CORPORATION

Serving General Electric and Hotpoint dealers with Inventory and Time Sales Financing for over 25 years




Make this a Christmas to remember...

GIVE HER THE BEST GIFT EVER...

Enjoy the kitchen you've always wanted... custom designed beautiful in color — and pay as little as \$20 per month!

CUSTOM DESIGNED — We'll help you plan your dream kitchen now — including appliances, cabinets, counter tops and furnishings — all custom-designed to meet your special needs.

NEW FINANCE PLAN TO FIT YOUR BUDGET — Our Kitchen Modernization Plan available through General Electric Credit Corporation offers you these carefully-planned terms:

1. One monthly payment that includes everything — the cost of appliances, remodeling, plumbing and wiring.
2. Pay as little as 10% down.
3. Take up to full 3 years to pay — with installments as low as \$20 per month... 66¢ per day.
4. GECC's Plan also provides special arrangements for postponing payments if you are unable to work because of sickness or temporary lay-off during the life of the contract.

You can afford to give a complete new kitchen — or to modernize your present one — through our low-cost Kitchen Modernization Finance Plan. And you can take advantage of these terms to cover as few as two new appliances (one of which is plumbed-in) plus installation costs.

Why wait longer? There is still time to make this the happiest Christmas ever... and for so little per month. Stop in and see us today!

STORE NAME

This suggested Christmas-season advertisement is being provided to Hotpoint dealers to help them sell kitchens through GECC's 5-year Kitchen Modernization Plan.

dealers using GECC's services are being provided with colorful point-of-purchase material promoting GECC's Christmas Deferred-Payment Plan (buy in December, first payment due in March). If you are not using GECC's services, we suggest you contact your local GECC office for full details about our Kitchen Modernization Plan and our many other sales-building features. Our people will be very happy to call at your store to go over our complete sales financing service. Here is another example of how **GECC HELPS GENERAL ELECTRIC AND HOTPOINT DEALERS SELL.**

trends

REGION BY REGION

THE SOUTH EAST

By
William McGuire



It's been a good fall . . . And high-end merchandise is leading the way . . . Shortages begin to appear . . . TV moves well

TELEVISION began edging up to its traditional spot in the driver's seat, as the Southeast rolled confidently through a generally good fall toward the big tinsel questionmark—Christmas.

Early fall was fine for dealers and distributors in every quarter of Dixie. High-end refrigeration and medium to topline laundry were showing their porcelain heels to low-to-middle merchandise in many areas, not only in dollar volume, but unit-wise, to boot.

Curiously, combination washer-dryers did not seem to be generally sharing in the swing to the high end. But Philco dealers are convinced they've got the hot one in the new CE-792 at a without-trade list of \$369.95. This is being promoted as low as \$329.95 with trade.

Hi-fi was beginning to climb out of the cocked hat into which stereo had (supposedly) knocked it. In the Southeast, this pattern seemed to be emerging: Bring them in with stereo, send them out with hi-fi. Only in a relatively few lines were stereo instruments readily available, while hi-fi was not only all over the market place, but at some pretty alluring costs and prices.

In an attempt to solve yet another stereo-related problem, a shortage of auxiliary speaker enclosures, a key Richmond distributor is ordering from furniture manufacturers. Retailwise, there's a growing tendency to bypass two of the strongest points of buyer resistance—price and limitations of space in the home—by selling the first piece first, and treating the second speaker-set as an add-on for future reference.

More than a few Southeastern dealers found themselves gripping an empty bag

as some distributors and, behind them, manufacturers, reached the bottom of the inventory barrel on certain products. The failure of one or two of the big boys to wind up their model years with production runs of carry-overs only heightened the hiatus between depletion of old lines and introduction of new ones.

In mid-October, one Miami dealer had, except for a few singles, been out of automatics for six weeks, and desperately short of boxes for 10 weeks. A Tampa dealer ran out of '58 washers while demand was still hot; while a Memphis department store buyer was down to his last nine refrigerators in crated stock.

Television looked more and more like a two-engined business, as 17-inch portables and low-end consoles continued to squeeze T/M's from below and above. Largely responsible were slick new entries like Philco's Slender Seventeener and G-E's "yes-and-no portable" Designer Series (the aspect of a corporate mother thus disowning her favorite child of a few seasons ago drew double-takes from many Southern dealers.)

Here and there promotional drums throbbed. A big-volume central Florida wheel-deal chain caught the tempo of the times with a double-truck arrestingly headlined, "BILREMOM GOMMI HLQ-RSFRBLMFRK!!! (Moon talk for 'Our prices are out of this world.')"

And all the while, Sears, everybody's toughest competitor, used its multiplicity of models and its fidgety price structure to keep the opposition off balance. Shopping Sears from town to town was a Chinese puzzle. A Kenmore automatic promoted at \$188 in New Orleans went for \$199 in Nashville; a second model was tagged at \$138 in Nashville, yet brought \$149 in Birmingham; a third sold for \$208 in Miami, but you could get it in New Orleans for \$199. And so it went.

THE GREAT LAKES

Everybody's happy . . . Even Detroit is optimistic . . . Consumers regain confidence . . . A new use of "factory" demonstrators

JUBILANT, downright jubilant. That's the only way to describe most Great Lakes dealers and distributors.

The sales picture continues bright. Forecasts for the rest of the year are optimistic. The recession slump is felt to be a thing of the past—people aren't scared anymore.

In Detroit, labor negotiations are settled. This is something the industry's been waiting for for a long time.

"People are working now," says the manager of a suburban Detroit outlet. "They know where they stand, they know they can start loosening up without the threat of a long drawn-out strike road."

More confident and high priced buying is evident throughout the region.

"Our customers are buying more top of the line items than we'd have dared stock a couple of months ago," said a Columbus dealer, although there's been no mass return of the cash customer. This dealer agrees with the Cleveland distributor who says:

"Our customers are still looking for bargains, still shopping around, but they're buying. . . ."

And buying they are. Sales for this month were the best many of the area distributors had this year. G-E Supply in Detroit reported sales 50 percent higher than last month; Mainline of Cleveland said they had a "good run," expect it to continue. "It was fantastic," a Cincinnati distributor agreed.

Although ticket-by-ticket figures vary all over the region, some appliances are holding or coming back strong. In Cleveland, built-in ranges showed a five percent increase over the year ago figures, freezers, nine percent, and disposers, a great big 33 percent.

In Western Pennsylvania, month-end figures again show a slow but certain improvement. This month, dryers went up for the first time in a year—up six percent. Washers, still down, are picking up, and dishwashers are drawing traffic.

Detroiters are figuring on a 15 percent boost all-around.

In an attempt to boost vacuum cleaner sales, G-E's vacuum cleaner department conducted its own promotion as part of the company-wide "Operation Upturn." Called "Operation Demonstrate," the Cleveland-based department set out to tell Clevelanders all about the G-E vacuum cleaners—manufactured entirely in that city.

Promotional emphasis seems to be the answer for more than one retailer. In Cincinnati, all three downtown department stores find they must run special Sunday newspaper sections. One appliance sales manager reports such attention given to advertising that "If we don't run on Sunday, we might as well not expect any sales that coming week."

Detroit's J. L. Hudson's says, "We give added and special emphasis to interior display, too. We put more punch in our sales pitch, get manufacturer's representatives in here to give customer demonstrations."

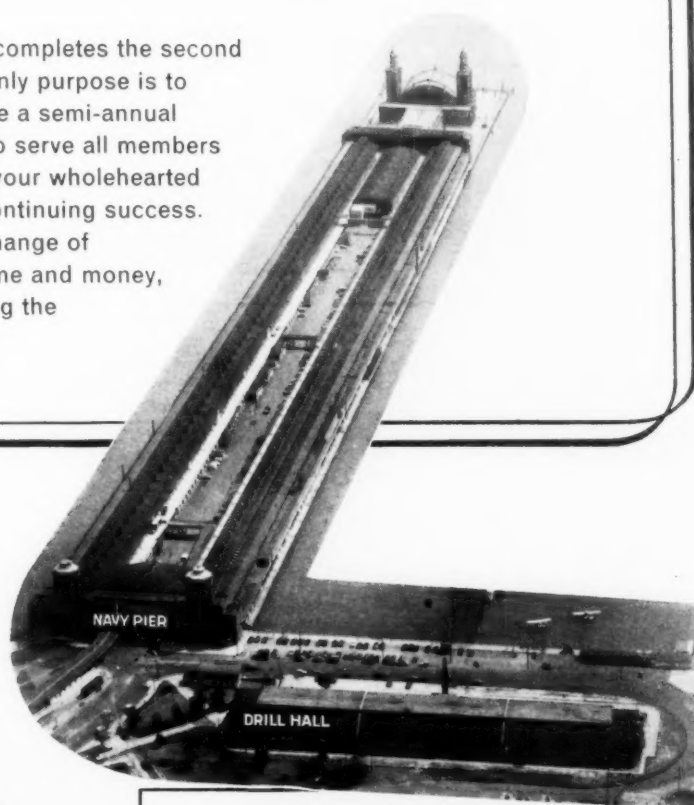
Black and white TV is way up over color, so is hi-fi over stereo. Pricing is a big factor here, but dealers also feel the buying public still isn't confident enough in these areas. They fully expect time and a price drop to push these items into the top selling lines.

Continued on page 18

A record of service-
 ...our 20th birthday
 ...our 30th exhibit of housewares progress

With the forthcoming exhibit in January the NHMA completes the second decade of service to the housewares industry. Our only purpose is to serve that industry; our primary function is to provide a semi-annual meeting-place for buyer and seller; our only aim is to serve all members of the industry as efficiently as possible. Thanks to your wholehearted participation and cooperation the record is one of continuing success. In size and scope, and in providing maximum interchange of information and ideas at minimum expenditure of time and money, the NHMA National Housewares Exhibit ranks among the foremost trade exhibits in the world.

**30th NHMA
 National
 Housewares
 Exhibit**



Navy Pier plus Drill Hall
CHICAGO

January 12-16, 1959 • Monday thru Friday.

Industry sponsored for the Nation's Housewares Manufacturers and Buyers by the
NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION
 (Incorporated not-for-profit)

1130 MERCHANDISE MART, CHICAGO 54, ILLINOIS

trends

REGION BY REGION

THE SOUTH WEST

For some, business is up . . . But others report a dip . . . Trouble in oil hurts Oklahoma sales . . . New Mexico business up

THE sales and profit picture in the Southwest was mixed in September, in spite of the general improvement in business conditions. Dealers split 50/50 in reporting sales volume up or down from August. Increases ranged from "slightly up" to 40 percent above the previous month, and declines varied from "a little below" to 25 percent down.

A North Texas distributor says, however, that throughout this area sales are climbing steadily and since September 1 have been running ahead of 1957. TV is selling well, with the 21 inch table model at around \$240 the most popular. Color is strong, with sales almost double a year ago.

"Many of our current sales would have been made in March or April if it had not been for the recession talk," he says. He looks for the momentum of this delayed action, plus the normal fall upturn, to result in a good last quarter.

In Amarillo, W. A. Henderson, Jr., of Gunn Brothers, finds sales slightly better in all departments than a year ago. However, he adds, "Fall business in west Texas is not up to expectations. I believe our long drought is broken, but debts are being taken care of first."

Gunn Brothers was almost alone in the area in reporting a very good upward trend in TV sales, thanks largely to a successful promotion, their annual "TV Derby."

In Arkansas, a Little Rock distributor reports current sales up 20 percent over a year ago, with prices and profits holding firm. Freezers are selling best, refrigerators next, and TV is excellent, especially 17-inch portables.

In Oklahoma, the continuing depression in the oil industry is blamed for much of the poor sales showing this year. An Ardmore dealer says it has brought his business down 25 percent from 1957. A Shawnee dealer, whose volume is off eight percent this year, comments, "Our gross

profit has improved some, but it hasn't helped a lot because of lost volume."

New Mexico dealers, on the other hand, find business running ahead of 1957 and report their prospects are excellent for the remainder of the year.

Volume is no problem for a San Antonio, Texas, dealer whose September sales zoomed up 40 percent over August, and he says prices and profits are holding firm. "But," he adds, "profits are about 25 percent too low."

Striking a cheerful note of better things to come, Houston stores report that appliance lay-aways have picked up sharply, apparently in a month-early Christmas shopping upsurge.

THE FAR WEST

By Howard Emerson



Business hits two-year peak . . . Some shortages appear . . . TV moves well but World Series gets little credit for these gains

EVEN the normally cautious and conservative dealers in the Far West are sporting big smiles as appliance-TV volume in mid-October reaches a level not experienced in nearly two years.

One of the biggest TV manufacturers has not been able to keep up with the demand for his 1959 models out here—his distributors are short of most models, and practically every dealer has orders he can't fill. In the Northwest, one white goods manufacturer's distributors can't get enough 1959 refrigerators and automatic washers, and the '58's have long since disappeared.

A northern California dealer who was shaking but not shaky during the recession of last spring, ran his volume to \$226,000 in August, slowed a little in September, and is heading to a record October—the biggest months in the long history of his firm. A suburban TV-hi-fi dealer says that his September-October volume is such, that if it continues through the next two months will make 1958 equal to 1957 although he was far behind for the first eight months.

One Phoenix dealer, Leo Middleton, says September business was up 20 percent from the 1957 level, August even better. His upturn started in July, has him up 40 percent so far compared to 1957. He points to the sales of thousands

of two-set couplers in the Phoenix area as indication that people there are going heavily for second sets. A competitor there, Chick Meyers, told ELECTRICAL MERCHANDISING: "Business is up so good it scares me. Already 36 percent ahead of '57."

In Denver, sales are up about 10 to 15 percent compared to September-October 1957. Fraser & Taylor Appliances & TV reports that refrigerators, washers and dryers have been best, but freezers are picking up. TV portables sold well this summer, says Jim Taylor, but medium priced consoles are his best mover now. "We're looking for the best fourth quarter ever this year," states Mike Heim, assistant manager, Fred Schmid Appliances, Denver.

Sales of TV seem to please dealers in most areas of the Far West, but little if any help came from the World Series—although Far Westerners were more interested than ever after a season of big league baseball in San Francisco and Los Angeles. TV rentals boomed—by week before the Series practically none were available. However, few dealers made any special effort to tie in with the Series. The exceptions were RCA-Victor dealers brought into a color promotion by distributors. Northern California distributor Leo J. Meyberg ran out of color sets. Had the biggest 3-week period in history of color. Western Appliance, San Jose, used double trucks with color to advertise "7 tons of color TV", offered a trade that brought 1958 models to below \$500, brought and displayed 87 color sets, sold more in one day than any previous months.

When not busy handling an increasing volume of appliance-TV business, dealers in the Far West have been listening to speeches. The Intermountain Electrical Association meeting in Salt Lake City heard the travelling NARDA group—Ed Altschuler, Los Angeles management consultant; James M. Toney, vice president and general manager, RCA-Victor TV; Joseph Fleischaker, NARDA president; and Mort Farr, NARDA board chairman. Altschuler told the 100 dealers and distributors that "—sales of packaged hi-fi this year will hit \$400,000,000—", that it represents the "—greatest sales opportunity for dealers since the development of TV—".

The Northwest Appliance and TV Association met in Seattle for its annual profit clinic to hear the same group plus Sylvania's Robert L. Shaw and selected speakers from its own area; 150 attended. Dealers in British Columbia joined for a meeting here to hear most of the same group. In San Diego, another record turnout for the annual fall conference of the Bureau of Home Appliances heard Carl F. Oeschle, U. S. Department of Commerce, Washington, D. C. and U. S. Congressman Robert Wilson, plus a provocative panel discussion at which manufacturers answered dealers' questions.

Continued on page 20

BUY DIRECT FROM SONORA for "trigger-quick" Traffic and Sales

DEALERS: CASH IN NOW WITH AN EXCLUSIVE AREA FRANCHISE
ON THE COMPLETE NEW SONORA LINE FOR '59!

STARTLING NEW Sonora Electronic Organs

- 5 full octaves (61 notes).
- 5 voice variables and a wealth of electronic advancements.
- Choose from variety of hand-rubbed European Wood finishes.
- Engineered, styled, cabined to surpass any other, every other electronic organ in manufacture today!

*Easy to Play...
Easier to Sell!*

\$300⁰⁰

starting from less than



EXCITING NEW Sonora TV



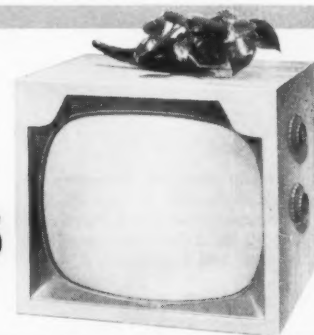
110" thin-silhouette
"21" console

*17" portable
to sell for
\$99⁹⁵



full *21"
table model
to sell for

\$119⁹⁵



- Hi-Fi Sound • Standard Coil Tuner
- Aluminized Picture Tube
- Tinted Face Plate • Front Tuning
- Fringe Area Sensitivity
- Genuine Hardwood Cabinetry in Hand-Rubbed Cherry, Walnut, Mahogany and Blonde European Finishes.

** diagonally measured*



110" thin-silhouette
"21" lowboy

Buy Direct From Sonora... YOU Make The Extra Profits

EARL
MUNTZ
President

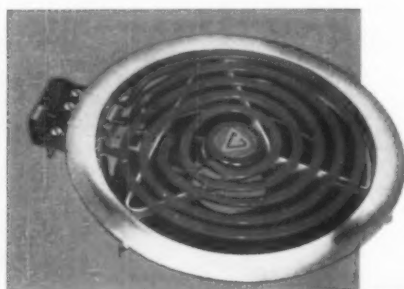
Sonora
Clear as a Bell

Electronics, Inc.

325 N. HOYNE • CHICAGO, ILL. • SEeley 8-3900

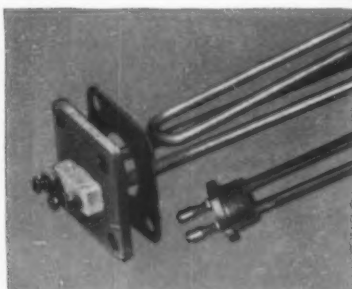
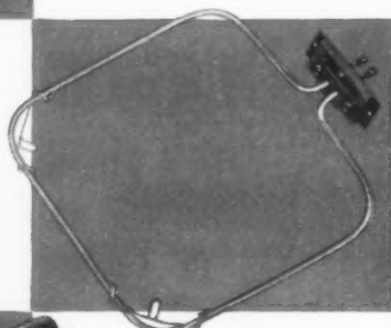
CHROMALOX

...the complete line for your
Electric Range and Water Heater
service calls



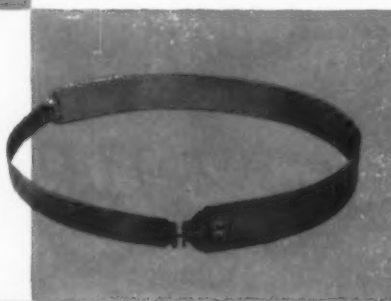
Microtube® Surface Units—
4 adaptor ring sizes and 2
Microtube sizes service 98%
of all ranges. Service more
ranges, with smaller inventory.

Chromalox Rod Bake Unit—
2 sizes fit all regular and wide
ovens with terminal openings
centered in back wall. Simple
installation. Permanent electrical
connections eliminate old
prong-type terminal block.



**Immersion
Elements—**
Flanged elements fit 4-
bolt, 6-bolt and 2-bolt tank
flanges, 600 to 6,000 watts.
Screw plug elements for 1 and
1 1/4-inch pipe thread sizes,
750 to 3,000 watts.

Wrap-Around Elements—
Fit tanks 10 1/4" through 22 1/4"
diameter with just 10 elements,
750 to 3,000 watts in 236
volts, and 3 elements, 750 to
1,250 watts in 118 volts . . .
using the Chromalox patented
extension strap system.



Thermostats—Just two re-
placement thermostats to serv-
ice all makes of electric water
heaters . . . single-throw and
double-throw styles—can be
screw or clamp mounted.



Get the same high-quality
Chromalox elements that are
featured as original equipment
by many of the leading appli-
ance manufacturers.

Chromalox replacement
products for electric ranges and
water heaters are available
from Authorized Distributors
across the nation. Write for
name of the one nearest you.

CHROMALOX

Electric Heat

INDUSTRIAL • COMMERCIAL • RESIDENTIAL

EDWIN L. WIEGAND COMPANY

7525 Thomas Boulevard • Pittsburgh 8, Pa.

trends REGION BY REGION

CONTINUED

Although the appliance-TV business in the Far West is improving beyond the expectations of many, there is no let up in the opportunity to increase this business or in industry's efforts to get the business. California's population, for example, increased by 562,000 during the past year.

Home building in the 11 Western states is running 63 percent ahead of 1957, compared with 26 percent for the U. S. as a whole. In Northern California, home building permits in August reached a 3-year peak.

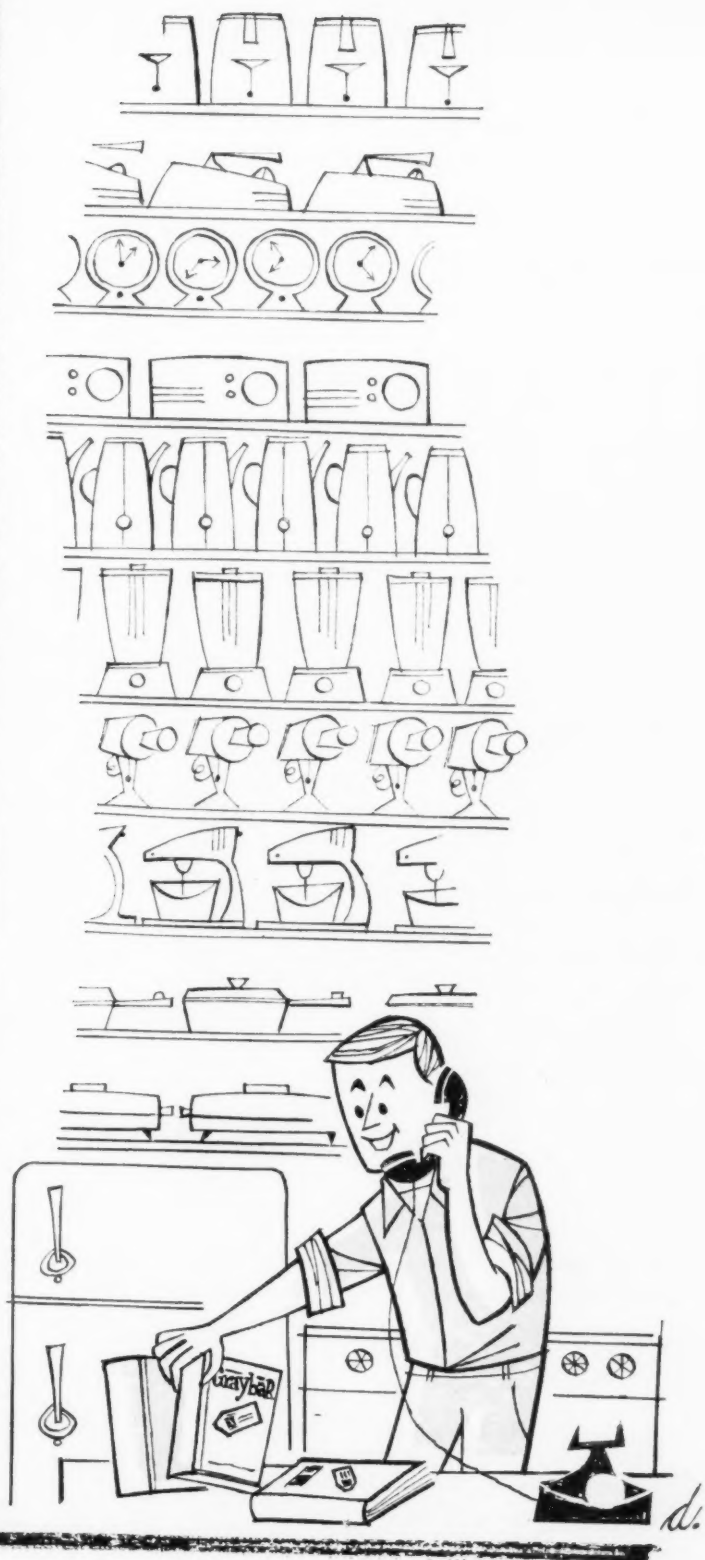
manufacturer shipment statistics

Estimated Industry Shipments of Major Electrical Appliances, Radio and Television

		1958 (Units)	1957 (Units)	% Change
DISHWASHERS	August	28,400	36,700	-22.62
	8 Mos.	245,600	255,400	-3.84
DRYERS, Clothes, Electric	August	72,350	77,662	-6.84
	8 Mos.	398,683	458,159	-12.98
Gas	August	37,483	39,393	-4.85
	8 Mos.	173,208	201,282	-13.95
FOOD WASTE DISPOSERS	August	47,500	47,300	+.42
	8 Mos.	379,300	343,600	+10.39
FREEZERS	August	101,400	86,000	+17.91
	8 Mos.	714,700	666,300	+7.26
RADIOS, Home-Portable- Clock (production)	August	785,937	663,753	+18.41
	8 Mos.	4,717,873	5,372,680	-12.19
RADIOS, Automobile (production)	August	242,915	301,971	-19.57
	8 Mos.	1,893,813	3,392,926	-44.18
TELEVISION (production)	August	507,526	673,734	-24.67
	8 Mos.	2,950,455	3,756,533	-21.46
RANGES, Standard	August	47,800	58,500	-18.29
	8 Mos.	505,300	615,700	-17.93
Built-In	August	33,200	27,300	+21.61
	8 Mos.	318,200	273,500	+16.34
REFRIGERATORS	August	245,900	240,500	+2.25
	8 Mos.	2,010,600	2,362,300	-14.89
VACUUM CLEANERS	August	280,226	241,218	+16.17
	8 Mos.	2,045,728	2,070,024	-1.17
WASHERS, Automatic and Semi-Automatic*	August	246,479	249,517	-1.22
	8 Mos.	1,638,704	1,832,829	-10.59
Wringer & Spinner*	August	80,306	84,831	-5.33
	8 Mos.	542,961	600,185	-9.53
WASHER-DRYER COMBINATIONS*	August	13,659	11,980	+14.02
	8 Mos.	86,339	114,095	-24.33
WATER HEATERS, Storage	August	60,800	60,500	+.50
	8 Mos.	537,300	517,200	+3.89

*Figures revised to include exports.
Sources: NEMA, AHLMA, VCMA, EIA.

FOR A
MILLION DOLLAR
WAREHOUSE
OF MOST WANTED
APPLIANCES



GraybaR



GRAYBAR ELECTRIC COMPANY, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. • OFFICES IN OVER 130 PRINCIPAL CITIES

ELECTRICAL MERCHANDISING—NOVEMBER, 1958

PAGE 21

how's business?

Here's the answer for 26 key markets which embrace over 17% of the U.S. buying public. Based on flash reports from leading utilities, this chart provides you with the most authentic, up-to-the-minute index of retail sales yet available. It's another ELECTRICAL MERCHANDISING exclusive.

August figures: 00 Year to date figures: 00	Refrigerators % Change '58 vs. '57	Freezers % Change '58 vs. '57	Electric Ranges % Change '58 vs. '57	Electric Water Heaters % Change '58 vs. '57	Washers % Change '58 vs. '57	Clothes Dryers % Change '58 vs. '57	Dish-washers % Change '58 vs. '57	Room Air Conditioners % Change '58 vs. '57	TV % Change '58 vs. '57
IN THE EAST									
United Illuminating Co.	+ 2	+73	-20	+ 2	**	+15	-27	-25	**
	-19	+48	-18	+13	- 8	- 5	- 9	-25	- 9
N. Y. State Electric & Gas Corp.	- 8	+12	+ 2	-24	- 6	- 9	*	-16	*
	-11	- 3	-10	-16	-11	-13	*	-48	*
Jersey Central Power & Light Co.	+36	+46	**	-17	+23	+ 9	+ 1	+46	+25
	+ 7	+54	-16	-14	+ 9	+13	+20	- 6	-16
New Jersey Power & Light Co.	+13	+103	+ 7	+64	+34	+71	+18	+44	*
	-12	+17	- 2	+45	- 7	+ 3	+18	-38	*
Philadelphia Electrical Assn.	+ 2	+28	-25	-38	- 8	+ 7	-21	**	-11
	-17	- 1	-16	-22	-12	-11	-19	-10	-11
Pennsylvania Electric Co.	- 1	+18	-14	+45	- 7	+ 2	+ 5	-16	- 6
	-22	- 5	-30	- 4	-21	-13	- 9	-43	-16
West Penn Power Co.	-16	+55	-24	-21	-15	+ 7	-20	-23	-15
	-19	+21	-19	-12	-13	- 3	-11	-20	-13
IN THE MIDWEST									
Dayton Power & Light Co.	-17	+16	- 7	-10	- 4	+25	+ 5	-50	-21
	-21	+34	-13	-13	- 8	+ 2	-34	-34	-15
Commonwealth Edison Co.	*	+15	-35	-12	*	+ 2	- 5	-15	*
	*	+13	- 9	- 3	*	-10	- 8	-48	*
Kansas Gas & Electric Co.	-19	+46	+ 5	+29	- 9	+27	-19	-20	+20
	-13	+23	- 6	+76	-19	- 5	+ 4	-11	- 9
Nebraska-Iowa Electrical Council	+16	+45	+23	+27	+10	+35	-68	+30	+ 7
	-18	+29	+ 2	+36	- 9	+ 1	-43	-34	-14
IN THE SOUTH									
Kentucky Utilities Co.	- 1	+35	+ 9	-29	+28	+24	+ 6	+24	- 9
	-11	+24	- 8	+ 6	- 3	+14	+ 5	- 9	-10
Chattanooga Electric Power Bd.	-10	+11	- 9	+31	+ 2	+31	**	+10	+22
	-29	+14	-18	+21	-12	+ 5	-38	-14	-14
Nashville Electric Service	+ 8	+18	+11	- 7	*	+57	*	*	*
	- 7	+24	- 2	- 9	*	+ 3	*	*	*
Florida Power Corp.	+53	-61	+86	+15	+18	+42	+52	+222	+14
	+27	**	+60	+39	+ 9	+58	- 5	+15	-18
Florida Power & Light Co.	-42	-31	-69	-21	-34	-46	-74	+ 1	-29
	-33	-12	-36	+ 1	-21	-19	-47	+16	- 7
Tampa Electric Co.	- 2	+24	+30	+73	- 3	- 4	+63	+25	-18
	-15	+33	+ 1	+36	-15	+12	-26	+25	-17
IN THE SOUTHWEST									
Dallas Power & Light Co.	+16	+28	-16	+17	+37	+62	-49	- 4	-14
	**	+ 8	- 4	+19	+ 5	+ 3	+10	-26	-19
Southwestern Electric Power Co.	+ 7	+69	+47	+85	-12	+18	+64	+50	-18
	- 9	+33	+ 7	- 8	-15	- 3	+10	+ 5	-26
New Orleans Public Service, Inc.	- 3	- 1	+ 1	*	-26	-44	+20	+72	-28
	-14	- 8	+20	*	-20	-49	+35	+ 5	-20
Gulf States Utilities Co.	*	*	+33	+115	*	+94	*	*	*
	*	*	+15	+28	*	- 1	*	*	*
IN THE WEST									
Appliance Merchandisers Assn.	+64	+24	+358	+81	+12	-20	+91	-57	+30
	+17	-14	+70	+108	+19	+ 2	-23	-16	-10
Idaho Power Co.	+18	+12	+ 9	+ 4	+ 7	- 5	*	*	*
	+ 9	+ 8	+ 1	**	+ 5	- 6	*	*	*
Pacific Gas & Electric Co.	+ 4	+27	- 7	+50	- 3	- 5	- 6	+82	+ 1
	- 3	+23	+ 5	+ 6	- 6	- 1	+ 4	- 8	- 4
Pacific Power & Light Co.	+20	- 8	-18	- 1	- 7	-22	+10	+100	-26
	+14	+18	-20	-10	-17	-21	+ 6	+73	-16
Washington Water Power Co.	**	-20	-10	-17	-15	-16	-35	+194	-14
	- 5	+ 1	-13	-20	-14	-18	-14	+95	-25
NATIONAL									
August	- 2	+16	- 1	- 3	- 5	+ 1	- 8	+13	-10
Year to date	-11	+14	- 6	+ 3	-10	- 7	- 5	-12	-10

* Not Available ** Change of less than 1/2 of 1%

PROOF! COLOR TV IS SO DEPENDABLE YOU CAN TUNE IT BY PUSH BUTTON

BY REMOTE CONTROL



AT THE SET



All Push-Button Controls

- Turns set on, off
- Changes channels in either direction
- Fine tunes*
- Selects volume*
- Adjusts brightness*
- Adjusts "Tint"*
- Adjusts "Color"*

*continuously variable controls

USE THE DEMONSTRATION MAGIC OF PUSH-BUTTON TUNING TO SELL THE WHOLE RCA VICTOR COLOR TV LINE

PROOF OF DEPENDABILITY. When you demonstrate the push-button ease of the "Wireless Wizard" electronic remote control, you're demonstrating the built-in dependability of every RCA Victor Color TV you sell. Show your customers that every *Mark Series* Color TV, whether it's the \$1200 all-push-button set or the \$495

table model, has a precision-engineered transformer-powered chassis that means advanced performance.

This year has brought more advances than ever in RCA Victor Color TV—advances you can demonstrate, like easy tuning, improved natural "Living Color" picture, great sound, even a stereo jack.

Show your customers the "Wireless Wizard" all-function remote control. Show them the other great advances, too, and you'll sell them on the built-in dependability of every RCA Victor Color TV.



WITH TIDE, YOU HAVE THE COMPETITIVE EDGE

The Tide Factory Pack Plan

Better steel makes it a better blade. Just as Tide shows off your machines at their best. That's why 25 manufacturers pack it inside their automatics right at the factory. They know it will help you satisfy more customers, and sell more machines.

The Tide Premium Plan

Simple but amazingly effective. By offering a box of Tide to watch an automatic washer demonstrated, a large supply to help clinch the sale—a vast number of dealers have greatly increased their washer volume. And they sell more machines at *their* price. Contact your Tide Appliance Trade Representative for details.

The Tide Home Demonstration Plan

Especially designed to cut nuisance service calls! A thorough Tide Home Demonstration makes a woman confident of her new automatic. And it makes her confident of the store that sold it to her. She won't be troubling you with frequent in-warranty service calls. Furthermore, for *each* Tide Home Demonstration you receive a cash bonus. Look into it!

Tide Cooperative Advertising

This blade has *two* edges. A large share of Tide's national advertising features the automatic washers you sell. Potent advertising—it reaches about 70% of all U.S. homes 9 times a month! *Another of the many ways in which Tide takes an active interest in the automatic washer industry—and in the men who make, service, and sell the machines.*

For complete details on each of these programs and/or the name of your Tide Appliance Trade Representative, write Tide Home Laundering Bureau, 806 Gwynne Bldg., Cincinnati 2, Ohio.

PROMOTE
WITH
TIDE!



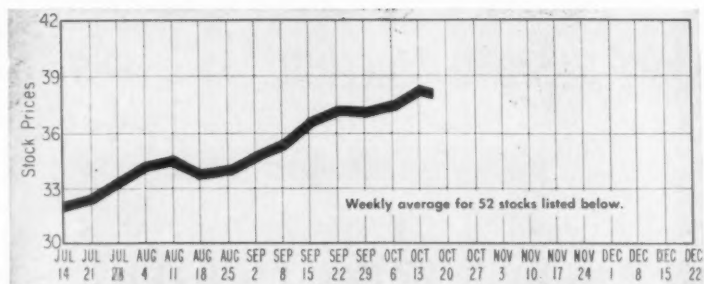
A Product of
Procter & Gamble

25 manufacturers pack Tide in their automatics!
More housewives use Tide than any other washday product made!

taking stock:

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past month. This unique summary is another exclusive service for readers of ELECTRICAL MERCHANDISING.

How The Industry Behaved Week By Week



STOCK AND DIVIDENDS IN DOLLARS	1958		CLOSE SEPT. 15	CLOSE OCT. 16	NET CHANGE
	HIGH	LOW			
NEW YORK STOCK EXCHANGE					
Admiral Corp.	15 1/4	7	13 3/8	13 3/8	- 1/4
American Motors	25 1/2	8	18	25 1/2	+ 7 1/2
Arvin Ind. 1E	29 7/8	23 3/4	26 1/8	28 1/4	+ 2 1/8
Avco Mfg. .40	9 3/4	5 1/8	8 1/8	8 1/2	+ 1/4
Black & Decker 2	56	36	49	55 1/2	+ 6 1/2
Borg Warner 2	38 1/8	25 3/4	34 1/2	34 7/8	+ 3/8
Bulova .80E	14	9 1/4	12 1/8	13	+ 3/8
Carrier 1.60E	43 1/2	32 3/4	41 3/4	40 3/4	- 1
Chrysler 1 1/4E	59 1/8	44	56 1/8	55 1/2	- 3/8
Colgate Palm. 3A	75	48	64 1/4	74 1/2	+ 10 1/4
Decca Records 1	18 1/8	13 1/8	15 1/4	17	+ 1 1/4
Emerson El. 1.60	45 1/4	29	41 1/4	45 1/4	+ 4
Emerson Radio	9 3/4	4 1/4	9	8 1/2	- 1/8
Fedders Quig. 1	14 1/4	11 3/8	13 1/4	13 3/8	+ 3/8
Firestone 2.60B	110 1/4	82 3/4	109 1/4	103 1/2	- 5 3/4
General Electric 2	68 3/4	57	68 1/2	67	- 1 1/2
General Motors 2	50	33 3/4	45	48 3/4	+ 3 3/4
Hoffman Electric 1	30 7/8	21	29 3/8	29	- 3/8
Hupp Corp	5 1/2	2 1/2	4 1/2	5	+ 1/2
Magnavox 1 1/2B	42 1/4	30 1/4	41 7/8	39	- 2 3/8
Maytag 2A	46 1/2	23 1/4	38 3/4	45 1/2	+ 6 3/4
McGraw-Edison 1.40	41 1/8	31 1/8	39 3/8	39 3/4	+ 3/8
Mpl. Honeywell 1.60A	101 1/2	76	100 7/8	97	- 3 3/8
Minn. Mining & Mfg. 1.20	97 3/4	73 1/2	97	94	- 3
Montgomery Ward 2A	39 3/8	28	38 1/2	39 1/4	+ 3/8
Motor Wheel .55E	16 3/4	12 3/4	15 1/4	15 3/4	+ 1/2
Motorola 1 1/2	49 1/2	35	47 3/4	47 1/2	- 1/4
Murray 1/2P	32 3/8	19 3/4	27 3/4	28 1/8	+ 1 1/8
Philco	23 1/4	12 3/8	22	22 3/8	+ 3/8
Procter & Gamble 2	70 1/2	55	66 1/4	69 1/8	+ 2 3/8
R.C.A. 1A	41 3/4	30 1/4	39 1/2	40	+ 1/2
Raytheon 1 1/4T	50 3/8	21 1/2	39 3/8	50 1/8	+ 10 1/8
Rheem Mfg.	15 3/8	10 1/2	13 1/2	14 1/2	+ 1
Ronson .45E	10 1/2	7 3/8	8 3/8	9	+ 1/4
Schick .20P	14 3/8	8 3/8	10 3/8	13	+ 2 1/8
Scovill Mfg. 3/4P	28 1/4	19	22 1/4	25	+ 2 3/4
Sears Roebuck 1A	34 1/8	25	33	33 3/4	+ 3/4
Servel	10	4 1/4	8	7 7/8	- 1/8
Smith (A.O.) 1.60B	39 3/8	25 3/4	39	36 3/8	- 2 3/8
Square D 1B	27 1/2	20 1/8	26 1/8	25 3/4	- 1 1/8
Sunbeam 1.40A	54 3/8	39 3/8	54	53 1/4	- 3/4
Sylvania El. Pd. 2	49	31 1/2	42 3/4	44 3/8	+ 2
Welbilt	3 3/4	1 3/4	3 3/8	3	- 1/8
Westinghouse 2	68 1/4	55 1/2	64 3/4	66 1/8	+ 1 3/8
Whirlpool 3/4E	28 1/8	16 1/2	24 1/4	27 1/2	+ 3 1/4
White Sewing	8 3/8	4 3/8	7 3/8	7 3/8	-
Zenith Rad. 1H	134 7/8	67 1/2	112	123 3/4	+ 11 3/4
AMERICAN STOCK EXCHANGE					
Du Mont Lab.	5 3/8	3	3 3/8	4 1/8	+ 3/8
Eureka Corp.	3 1/4	2 1/2	3 1/8	1 1/4	- 1 1/8
Muntz TV	1 1/4	3/8	1	1 1/8	- 3/8
Singer Mfg. 2.20	43 1/2	32 3/4	42 1/2	40 1/2	- 2
Skiatron	7 3/4	3 3/8	6 1/2	6 1/8	- 3/8

A—Also extra or extras. B—Annual rate plus stock dividend. E—Declared or paid so far this year. G—Paid last year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. H—Declared or paid after stock dividend or split-up. P—Paid this year, dividend omitted, deferred or no action taken at last dividend meeting.

Hamilton

with

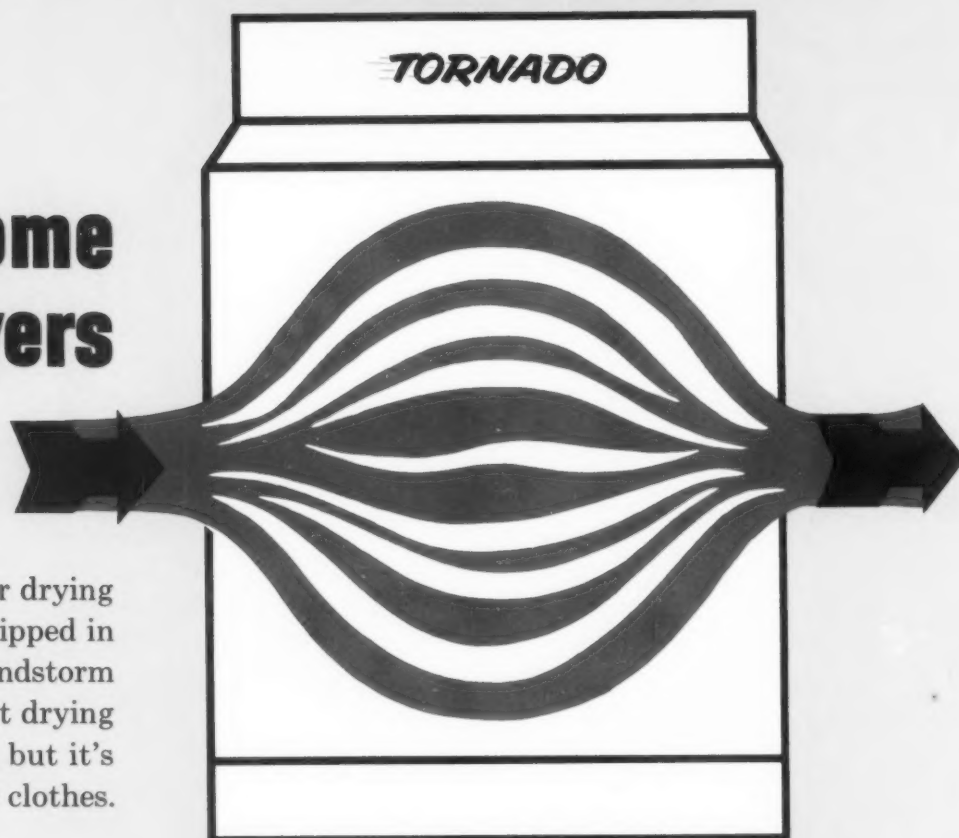
**Twin Air-Streams
dries faster, quieter,
more gently
than any
other dryer...**

... and Twin Air-Stream



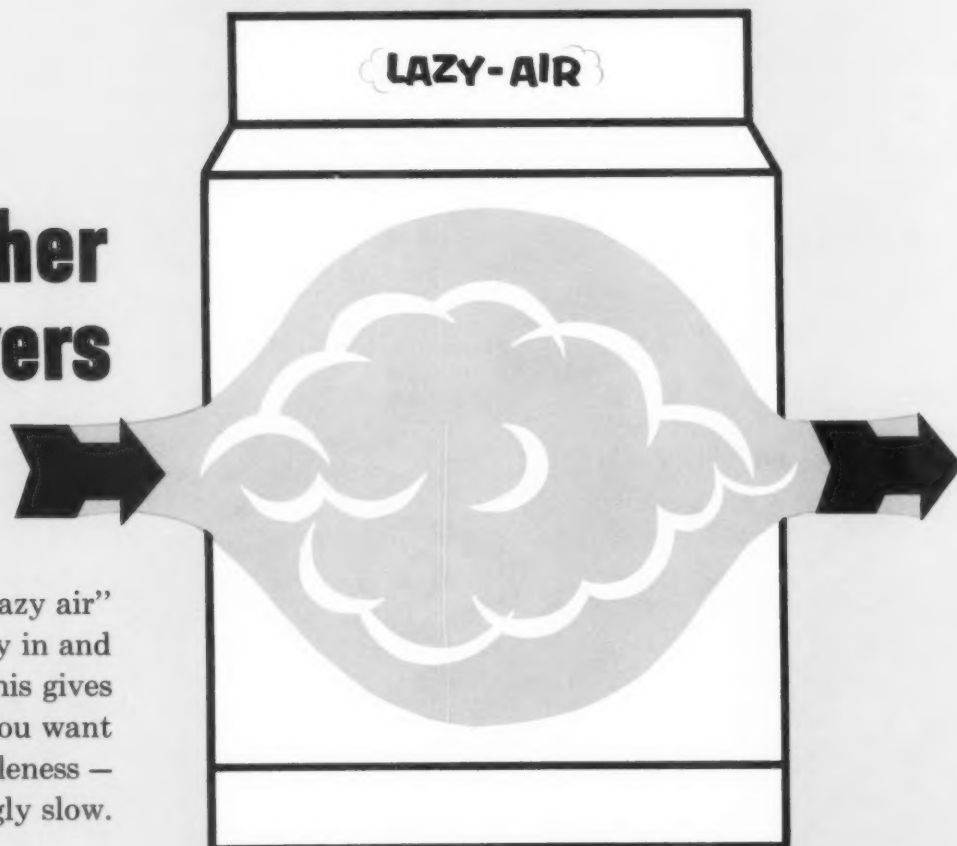
some dryers

use "tornado" air systems for drying clothes. Air is literally whipped in and out of the dryer at windstorm velocity. This gives you fast drying (probably *too* fast), but it's mighty hard on your clothes.

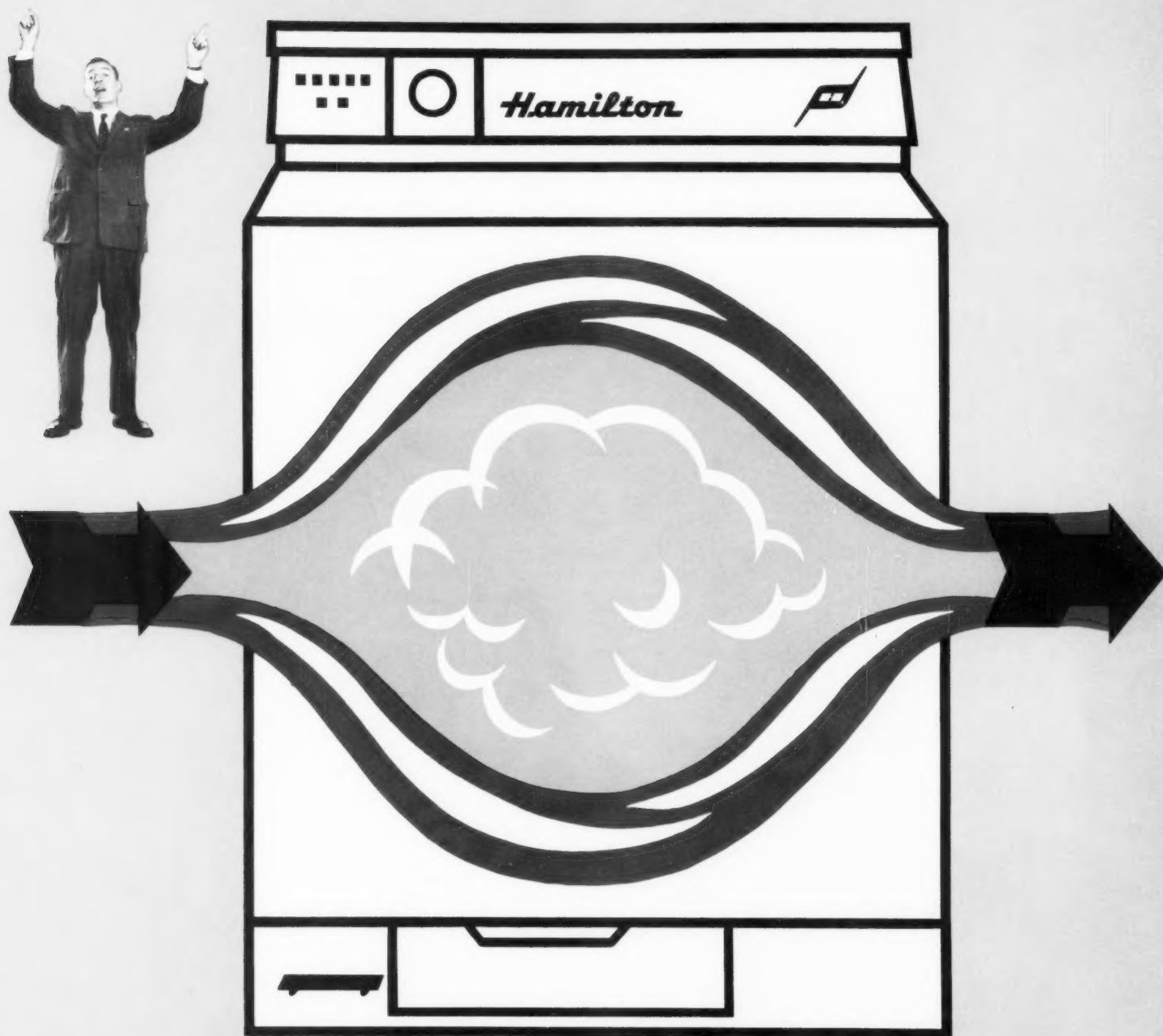


other dryers

do the drying job with a "lazy air" system. Warm air drifts slowly in and out of the dryer drum. This gives you *one* of the two things you want in a clothes dryer — gentleness — but it's maddeningly slow.



drying is available in every Ham



Hamilton dryers

use *two* separate air streams to do *two* important jobs. A gentle *Cradling Current* pampers your clothes — a brisk, businesslike *Carrier Current* gets rid of moisture-laden air in a hurry. This happens *only* in a Hamilton.

Illustrations show air flow principles, not actual paths of air flow.

Hamilton regardless of price !

its **the**
sales **talk**

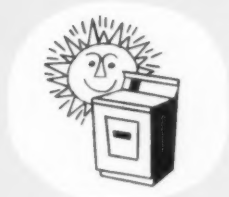


of the
dryer trade

there's plenty to talk about when you sell Hamilton

The Hamilton selling story doesn't end with Twin Air-Streams. The people who invented the dryer have been inventing dryer improvements ever since. All the features women want and need in a modern dryer are found in today's handsome Hamiltons:

Sun-E-Day Lamp — A feature introduced and pioneered by Hamilton. Gives clothes the fresh, sweet smell of summer sunshine all year long.



Dual Cycle-Set — Two separate drying cycles, one specially for delicate fabrics and wash-and-wear clothes. Easy to understand, easy to sell.



Satin-Smooth Drum — No snagged stockings or delicate fabrics. Satin-smooth, tumbling surface of the Hamilton drum will not flake, chip, peel or stain.

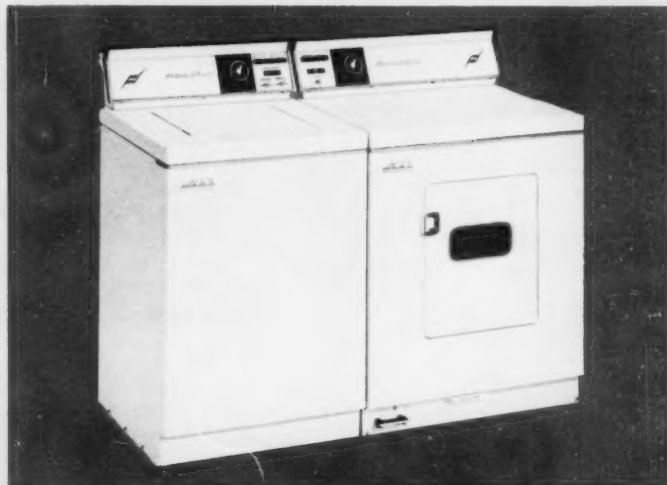


Fabri-Set — Your prospect will be glad to hear she can let the fabric be her guide to proper drying temperature. Pushbuttons marked in actual fabric types.

**match your prospect
to a matching Hamilton pair**

There's a Hamilton washer and dryer to meet the needs and balance the budget of every prospect.

Illustrated here is the striking Hamilton '400' automatic home laundry.



its the
sales talk of the dryer trade

Hamilton

with TWIN AIR-STREAMS

Hamilton with **Twin Air-Streams**

**gives you the most dramatic and compelling
dryer sales talk an appliance dealer ever had**

Nothing as convincing and believable as the **Twin Air-Streams** sales talk has come down the dryer pike in a long, long time. It makes more good sound sales sense than all the pushbuttons, dials, timers and just-plain-gimmicks laid end to end. Next time you're talking dryers to a prospect, try this for a closer:



All dryers except Hamilton with Twin Air-Streams rely on a single air current for drying clothes. In some, it's a high velocity "tornado" air system that literally whips air in and out of the dryer drum. This is fast, to be sure, but mighty hard on clothes. Other dryers employ a "lazy air" system, easy on clothes but hard on the nerves. Air drifts in and out and drying is maddeningly slow. In the Hamilton Dryer, *two* air currents do the job — one a clothes-pampering *Cradling Current* for gentleness, the other a brisk, businesslike *Carrier Current* that gets rid of moisture-laden air in a hurry.

This happens only in a Hamilton. To illustrate this powerful and persuasive selling story, mount the three comparison drawings on a wall behind a Hamilton dryer. Then talk from it. The **Twin Air-Streams** sales talk is the kind of common sense talk women respond to when they're trying to decide which clothes dryer to spend their money on.

its
the
sales talk
of the **dryer trade**



economic currents

Good Year Ahead For Appliances

By the McGraw-Hill Dept. of Economics

CONSUMER durables sales—appliances and autos—are the key to sustaining the current business recovery. Although there has been broad improvement in almost all segments of the economy, there is nothing in sight that promises both a sustained and sharp upward thrust—except consumer durables. Fortunately, the prospect in durables sales is for a much better year than the last two.

Coming: Best Christmas Ever. For appliance dealers this Christmas could prove to be the best on record. In terms of both cash and credit, the consumer has never before been in such a good financial position. With only a very slight dip in February, consumer income has risen steadily throughout the year—and will continue to rise during the remainder of this year.

The business recovery, of course, has contributed to the rise in incomes. But in addition the spread of the auto wage settlement is providing a further boost to wage earners. As auto manufacturers speed up production to get the new models in the showrooms by year end, many more people will be drawing pay at higher wage rates.

For several months consumers have been working themselves into a better credit position. They have taken on less debt than they normally have in recent years, and they have been repaying their debts at a rapid rate. Thus, unless memories of the recent recession remain strong and unless dealers and retailers fail to stock up on merchandise, consumers should be headed toward a real Christmas buying spree.

Are Inventories Too Low? Low inventories, however, could present a problem to both manufacturers and dealers. Many had been operating on a hand-to-mouth existence because they had not expected business to recover so soon. Now, with so many reordering, deliveries have been delayed—and some may even lose sales because they are short on inventory.

Contributing to the bright picture is the farm situation. After half a dozen years with little to cheer about, farm income rose sharply this year. This should spell good sales prospects for appliance dealers.

The Price Picture Brightens. The price situation also appears more favorable than it has in the past three years. Since 1955 consumer prices have been rising sharply. But it now appears that if prices rise any more, it will be at a much slower rate. Thus the increases in consumer incomes will be *real* increases—and therefore available for increased spending.

It all adds up to the fact that a big year is due for consumer durables. The last big year was 1955. Enough time has elapsed since then for product improvement—some of major importance, such as stereo tape and records, slim TV sets and combination washer-dryers. The combination of consumer appeal and ready cash promises an enticing market to appliance dealers. *End*

COMING: Electrical Merchandising's January
Statistical and Market Planning Issue



MOVE MORE POWER MOWERS

with Certified

...the specially designed appliance line
that gives you more products
...better prices
...bigger profits

Get a bigger share of the booming power mower market by selling Certified... the line that's appliance-planned to suit your business. There's a quality product to fit every need... a profitable price to meet every budget... plus sensational features that make step-up selling a simple matter of demonstration!



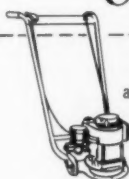
MODEL CH-422
22" SELF-PROPELLED ROTARY
with 2-speed "high-low" transmission
All steel. Flexor Blade prevents crankshaft damage.
Briggs & Stratton 3 h.p., 4-cycle engine. Side trim.

18" MODEL CA-118
20" MODEL CB-520
Reel Type Mowers



MOTOR ARM
and attachments

MODEL PA-258



MODEL PA-263
Snow Plow



MODEL PA-260
Rotary Tiller



MODEL PA-261
Edger-Trimmer



MODEL PA-259
Rotary Mower



MODEL PA-262
Reel Type Mower



MODEL CJ-324
24" DELUXE 4-WHEEL RIDING ROTARY
featuring new positive blade disconnect
... new quick cutting height adjustment
All steel. Disc type drive. One lever controls "forward", "reverse" and all riding speeds. Flexor Blade protects crankshaft. 4 1/4 h.p., 4-cycle engine. Side trim.

Get all the facts now. Write for literature and prices. Dept. EM-31

WESTERN TOOL AND STAMPING COMPANY

the world's largest producer of power lawn mowers

2725 Second Avenue, Des Moines 13, Iowa

Nationally Advertised

LIGHT



LOW



EUREKA

announces the Big Change in cleaners...

Vibra-Beat

CLEANING ACTION



Introducing a fabulous new cleaner—the new Eureka Mobile Aire Model 1010. It's light! It's low! And the sleek new design, the incredible ease of operation, the three-times-faster Vibra-Beat Cleaning Action are just terrific. The Mobile Aire is a real beauty, too—finished in a dazzling combination of lustrous, pale jade green, iridescent cream and gleaming gold.

Complete with 10 deluxe tools in special carrying kit **\$89⁹⁵**

**CLEANS 3 TIMES AS FAST... BECAUSE
ONE STROKE CLEANS LIKE THREE**

NEW

EUR

& TERRIFIC



STARTING
LATE SEPTEMBER,
HUGE NATIONAL
CAMPAIGN TO
INTRODUCE THE
MOBILE AIRE
—reaching
76,000,000 people!



LIFE • THIS WEEK
PARADE • WEEKEND
and other
Sunday Magazines

Amazing! Spectacular!
"LIVE" STORE DEMONSTRATION
AND DISPLAY UNIT
Really sells Eureka Vibra-Beat Cleaning Action



Touch
switch
to see
amazing
Vibra-Beat
action

Complete Display Unit FREE to Dealers with
initial order of Eureka Mobile Aire Cleaners



Complete set of 10 deluxe
cleaning tools, in "Handy-
Pak" Carrying Kit, includes
new *unbreakable* hose and
two rug nozzles—Vibra-Beat
and Regular.

EUREKA

Mobile Aire

THE VIBRA-BEAT CLEANER

MORT FARR ASKS: Will You Be Ready For Tomorrow's Business?

NOW is the time for appliance dealers to expand and modernize their showrooms. Prices may not be cheap, but building costs are going to go up. Money is easier to borrow and rates are low. Tax laws have just been passed making it favorable for a dealer to invest in improvements. I am now engaged in an expansion program that will give me more room, more and better office space, modern windows and lighting to display my merchandise. I have also started work on a second floor on a recently acquired one story building next to my own. The new front will be gold anodized aluminum which never needs painting and will be a conversation piece of the community.

TAKE A LOOK AT YOUR STORE.

Many appliance dealers who expect their customers to buy their appliances and live modern are attempting to display and sell this merchandise from stores reminiscent of the gas light era. We have expanded our lines, taken on new products and piled things on top of one another until many of our stores look like the general store of yesterday.

Why not stop outside some morning before you open up, go across the street and look at your store from the outside and try to envision what a customer's reaction to the kind of business you are running will be. You may have top lines and good service, but your impression upon potential customers may not be so favorable.

Window space accounts for a third of your rent cost and should be used to the best advantage. Displays should be changed often, but more important the windows themselves need to be brought up to the space age. In our business we should use low platforms and no background or such backgrounds that our entire store becomes a display.

FOUR FOR SUCCESS. It seems to me that the successful dealer of tomorrow will have four qualifications. The first will be his location; second, his store facilities; next the will to expand to do the business that will be available; and last, but by no means least, will be the capital necessary. We are concerned now with store modernization only, but first we should study our location and see if it will be worth spending money on and will be a good location ten years from now.

THE IDEAL STORE. The ideal appliance store should first have an attractive front and dealer identification. Windows are important, as is lighting; both in the windows and in the store. Finally, the in-



Dealer Farr, right, makes sure he has the affirmative answer to the question posed above by columnist Farr.

terior should have as many of the following as physical space and money will provide: (1) A well lighted area for the display of major appliances. This display should include demonstration facilities for electric ranges, automatic dishwashers and washers and dryers. These will attract attention and help in closing sales. (2) If a dealer is in the kitchen business, several sample kitchens should be displayed. If not, some grouping should be made of appliances to simulate kitchen use. Ideally, we should all have a small auditorium for in-store group demonstrations of our appliances, color TV, hi-fidelity and stereo. This facility could also be used by local groups for meetings, and would attract new customers to our store. At least, we must provide adequate viewing and listening facilities if we expect to cash in on the potential of color TV reproduction. Rooms or areas should be set aside for comfortable listening and viewing. Simulated home surrounding are important to the sale of these products. (4) If space permits the service department should be in the store and visible to customers so it can be pointed out by salesmen, and these facilities used to help sell our merchandise. (5) If you are in an area where the weather gets hot and you expect to sell air conditioners, be sure your own store is air conditioned. You can't expect customers to stand and sweat listening to your salesmen extol the virtues of comfort cooling. (6) The very least a

dealer should do is to provide adequate wiring and sufficient outlets to be able to plug in all of his display.

HOW TO START. Start with a plan. Engage an architect after you have a rough idea of what you will need to have the appliance store of the future in your town or neighborhood. Get an estimate of what it will cost for the ultimate and then trim down if it sounds too extravagant. If you happen to have the spare cash the rest will be easy, but if not, loans can be arranged on a long term, low cost basis.

The government has just enacted a law encouraging this improvement program. If you rent you can amortize the cost over the life of your lease, or if you own over a varying number of years. However the new law allows taxpayers a 20 percent deduction for depreciation the first year on up to \$10,000 investment in improvements having a useful life of six years or better. This deduction can be applied to fixtures and signs, in addition to improvements on buildings purchased before, or rented before, December 31, 1957. In addition to the 20 percent allowance the taxpayer can also take his normal depreciation allowance for the first year. If a taxpayer files a joint return with his wife for a non-incorporated business, he can take the 20 percent reduction on the first \$20,000 of new investment. If you are operating profitably this means that much of the cost of the improvements will be paid for out of tax savings. *End*

NATIONAL ADVERTISING LIKE THIS WILL PRE-SELL

**for Hotpoint Dealers
during the biggest
dishwasher
month of the year!**

This full-color ad in

LIFE

**launches the big national promotion
in December!**



Hotpoint exclusive **DOUBLE-DECK WATER ACTION**
cleans as no other dishwasher can!



Wapio-top mobile model DEM-1—Here's the full-size fully automatic mobile model that plugs in and requires no plumbing alterations, no special wiring. Can be easily converted for permanent under-counter installation by removing casters, hubs, top and back panel.

Everything goes into this Hotpoint—from fine china to pots and pans—and everything comes out spotlessly clean. Hotpoint Double-Deck Water Action sees to that!

This exclusive Double-Deck action sends up surging jets of water from below rack to sweep and scour every surface of every piece so thoroughly you don't have to pre-rinse. Yet it's whisper quiet!

Hotpoint double washes, with fresh detergent each time—then double rinses. The special second rinse prevents water

drops that spot. Safe, sanitary, electric drying follows.

And only Hotpoint gives you Dual-Cycle Washing—one for tableware, another for cooking utensils. Hotpoint Automatic Dual-Filter filters all water every 4 seconds. Big, easy-to-load Roll-R-Racks hold a complete service for ten—broiler racks and lug platters, too.

Visit your Hotpoint Dealer—and see the attractive decorator colors and finishes.

Hotpoint

LOOK FOR
THAT HOTPOINT
DIFFERENCE

This is the month to capitalize on the big public demand for dishwashers. Tie-in with the Hotpoint national promotion and sell dishwashers as the ideal Christmas gift. Get the story from your Hotpoint Distributor!

Hotpoint Dealers' profit opportunities are greater than ever before...


If you're not a Hotpoint Dealer — you should be!

If you're not a Hotpoint Dealer — you should be!

Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

HOTPOINT CO. (A Division of General Electric Company). CHICAGO 44, ILLINOIS



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

ELECTRICAL MERCHANDISING—NOVEMBER, 1958

PAGE 29

King-size Profits! King-size Offers! A Royal Promotion you can't afford to miss!



The Biggest Holiday Promotion Westinghouse has ever planned! Supported by a Completely Integrated Advertising and Merchandising Campaign on TV, in Magazines, Newspapers, and with Retail Tie-ins!

HERE'S HOW IT WORKS!

On December 1, "Royal Gifts for the Queen of the House" will be featured on the new spectacular Westinghouse Lucille Ball-Desi Arnaz Show over the entire CBS Network, reaching the largest audience for *any* TV show. 44,000,000 viewers will see it! The show stars Lucy, Desi, the Mertzes, and special guest star Danny Thomas. "Royal Gifts" will also be seen on the Westinghouse Desilu Playhouse every week right up to Christmas—a total of 8 out of 10 TV homes in your selling area will see them!

TO MAKE IT PAY OFF AT RETAIL, the commercials on this show will be the basis of your in-store promotion. And the commercials will be done by *Lucy, Desi, and Betty Furness*. **ALSO ROYAL GIFTS WILL BE FEATURED IN THIS COLORFUL HOLIDAY SPREAD IN THE SATURDAY EVENING POST.**



HERE'S WHAT WILL HAPPEN...



YOU GET TRAFFIC FROM THE SHOW

EXTRA TRAFFIC will be created by these eye-catching national ads and by follow-up commercials on the Desilu Playhouse on December 1, 8, 15, 22, 1958.

Store banners, stickers and window valances will be shown on the show, and will be available to you for store display.



BIG FACTORY ADS IN YOUR CITY

build *more* business for you, right in your own town.



YOU GET A FREE PROMOTION KIT AND AD MATS

to make your store headquarters for "Royal Gifts." Kit includes banner, window valances, door stickers, counter cards, tent cards.

4. YOU GET 9 FABULOUS SPECIAL MERCHANDISING OFFERS...

OFFERS APPLY SEPT. 15, 1958 TO NOV. 30, 1958

1. ROYAL 400*

DEALER BUYS: \$400 of Westinghouse Electric Housewares and Heaters at regular dealer cost.

DEALER GETS:

1—F-18 Immerse-A-Matic Fry Pan (12") .. 16.95
1—L-18 12" Fry Pan Cover .. 4.50
1—C-18 Automatic Control for Fry Pan .. 7.95
1—PE-583 Spoutless Coffee Maker .. 17.95
FREE.... \$47.35

PLUS: 1—\$37.50 permanent floor and counter merchandiser display set.

Dealer Cost.....\$400
Dealer Profit.....\$262.73

Limit One Offer Per Store



2. ROYAL 750*

DEALER BUYS: \$750 of Westinghouse Electric Housewares and Heaters at regular dealer cost.

DEALER GETS:

1—F-18 Immerse-A-Matic Fry Pan (12") .. 16.95
1—L-18 12" Fry Pan Cover .. 4.50
1—F-28 Immerse-A-Matic Fry Pan (11") .. 14.95
1—L-28 11" Fry Pan Cover .. 4.25
1—S-18 Immerse-A-Matic Dutch Oven .. 19.95
1—B-18 Fry Basket for Dutch Oven .. 1.95
1—S-28 Immerse-A-Matic Saucepan .. 16.95
1—G-18 Immerse-A-Matic Griddle .. 19.95
4—C-18 Automatic Controls .. 31.80
FREE.... \$131.25

PLUS: 1—\$37.50 permanent floor and counter merchandiser display set.

Dealer Cost.....\$750
Dealer Profit.....\$535.10
Limit One Offer Per Store



3. ROYAL 1200*

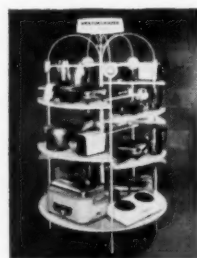
DEALER BUYS: \$1200 of Westinghouse Electric Housewares and Heaters at regular dealer cost.

DEALER GETS:

1—F-18 Immerse-A-Matic Fry Pan (12") .. 16.95
1—L-18 12" Fry Pan Cover .. 4.50
1—F-28 Immerse-A-Matic Fry Pan (11") .. 14.95
1—L-28 11" Fry Pan Cover .. 4.25
1—S-18 Immerse-A-Matic Dutch Oven .. 19.95
1—B-18 Fry Basket for Dutch Oven .. 1.95
1—S-28 Immerse-A-Matic Saucepan .. 16.95
1—G-18 Immerse-A-Matic Griddle .. 19.95
4—C-18 Automatic Controls .. 31.80
FREE.... \$131.25

PLUS: 1—\$150 permanent deluxe floor merchandiser.

Dealer Cost.....\$1200
Dealer Profit.....\$777.40



Limit One Offer Per Store

4. ROYAL IMMERSE-A-MATIC

DEALER BUYS: One complete set of new Immerse-A-Matic appliances; plus 4 automatic controls.

1—F-18 Immerse-A-Matic Fry Pan (12") .. 16.95
1—L-18 12" Fry Pan Cover .. 4.50
1—F-28 Immerse-A-Matic Fry Pan (11") .. 14.95
1—L-28 11" Fry Pan Cover .. 4.25
1—S-18 Immerse-A-Matic Dutch Oven .. 19.95
1—S-28 Immerse-A-Matic Saucepan .. 16.95
1—G-18 Immerse-A-Matic Griddle .. 19.95
4—C-18 Automatic Controls .. 31.80
\$129.30

Buy at special price: \$77.58
Make 40%

DEALER GETS: 1—\$12.50 permanent metal and wood Immerse-A-Matic display merchandiser ... **PLUS \$2.00 Immerse-A-Matic banner display set** ... Dealer makes 40%. Dealer Profit.....\$51.72



Limit One Offer Per Store

5. ROYAL 500 HEATER OFFER

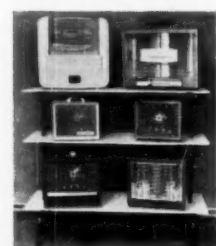
DEALER BUYS: \$500 of Westinghouse Heaters only at regular dealer cost. (Not more than six LRH-131 Bantam Models may be included).

DEALER GETS:

One "Supreme" DRH-132 or DRH-162 .. \$29.95
One "Special" SRH-131 .. \$19.95
\$49.90

PLUS: One \$25.00 gift bar display **FREE!**
Dealer Cost.....\$500
Dealer Profit.....\$313.11

Limit One Offer Per Store



6. ROYAL FRY PAN "Extra Profit" OFFER

DEALER BUYS: 12 \$19.95 (EFP-572) Fry Pans @ \$12.97 each
DEALER GETS: 2 \$19.95 (EFP-572) Fry Pans **FREE!**

or
DEALER BUYS: 6 \$19.95 (EFP-572) Fry Pans @ \$12.97 each
DEALER GETS: 1 \$19.95 (EFP-572) Fry Pan **FREE!**

or
DEALER BUYS: 3 \$19.95 (EFP-572) Fry Pans .. \$12.97 each
DEALER GETS: 1 \$19.95 (EFP-572) Fry Pan @ 1/2 **PRICE \$6.49**
Delivered from Distributor Stock



7. ROYAL ROASTER Premium Package OFFER

DEALER BUYS: 44-piece nationally advertised brand name premium package to be promoted with the Westinghouse Roaster. Premium package is \$9.00 net. For 6 or more packages freight is prepaid. Package consists of:

16-piece starter set of Bar Harbor .. 5.95
Dinnerware by Bryant .. 12.95
6-piece set Waverly Cutlery by Ekco .. 5.95
8-piece set Crest Kitchen Tools by Ekco .. 2.59
13-piece set Aluminum Bakeware by Ekco .. 27.44

Add the Westinghouse Roaster and you have a complete package worth **\$77.39**. Offer the complete combination package for \$49.95—a tremendous saving to your customers.

Westinghouse will ship 6 or more roasters direct to dealer with 6 or more Premium Packages on distributor direct shipment order.



8. ROYAL BED COVERING OFFER

DEALER BUYS: Only \$250 worth of Deluxe or Imperial Blankets or Electric Sheets ... in any combination at regular dealer cost.

DEALER GETS:

1—\$35.00 Slumber Center Display Merchandiser **FREE!**
Dealer makes full profit on bed covering.
Limit One Offer Per Store



9. ROYAL ADVERTISING

DEALER BUYS:

\$5,000 of Westinghouse Electric Housewares at regular dealer cost.

DEALER GETS:

5% advertising allowance in the form of \$25.00 advertising certificates good for newspaper advertising from October 1 to December 25, 1958.

*Do not include following products as part of Royal Deals shown above.
Heater Specials, SRH-131, SRH-161, CRH-131, CRH-161,—Special Fry Pan Deal EFP-572.
All display offers subject to prior sale.

ORDER FROM YOUR WESTINGHOUSE DISTRIBUTOR TODAY!

YOU CAN BE **SURE**...IF IT'S **Westinghouse**

New full line of Samson Therapeutic-massagers breaks through the \$100. barrier

TO REACH THE HUGE AND EAGER MASS MARKET! A NEW BIG-TICKET ITEM FOR FULL PROFIT!

How big is the market for these professional-type massage units? *Bigger than almost anyone can realize!* Look at the all but incredible sales of tranquilizers. Look at the "tension-control" books on the best-seller lists. Above all, look at the phenomenal gains made by the health-and-reducing salons within the past few years... many using exactly the same types of equipment as shown here!

Almost every customer who walks into your store has seen these therapeutic-massage machines... at prices ranging well up into the hundreds of dollars. But only a small fraction could afford them, even on deferred payment plans.

At these tremendously promotional low Samson prices, real professional quality therapeutic massage machines move into the volume market... within the reach of almost everyone! Tens of thousands who have wanted them at higher prices will buy at these unheard-of new retail levels.

It's the hottest "appliance" promotion of the year... a new big-ticket item for full profit!

*Prices, less 1% — 10 days on approved credit
Quantity discounts on request*

Order now direct from maker

IMMEDIATE DELIVERY FOR XMAS SELLING

USE THIS HANDY FORM TO ORDER STOCK OR DEMONSTRATORS

SAMSON-UNITED CORP. OF N. Y.
33-00 Northern Blvd., L.I.C. 1, N. Y.

WE PAY FULL FREIGHT CHARGES
on any 3 or more units; all one model or asstd.

PLEASE SHIP _____ Samson Therapeutic Massage Units
as specified below:

MODEL	QUAN.	UNIT PRICE	TOTAL
Belt		48.97	
Chair		62.97	
Lounge		55.97	
Deluxe Lounge		69.65	

Enclosing Check ☐ Bill us ☐

Individual _____ Title _____

STORE _____

Address _____

City _____

Zone _____ State _____

MASSAGE-A-CHAIR

A beautiful, reclining lounge chair that can be used in any room, covered in washable plastic and stain-resistant tweed. Triple control panels at fingertip offer any desired intensity of massage for legs, seat and back, independently or together. Three separate vibrators run from any AC outlet. **FULL YEAR GUARANTEE ENCLOSED.** Competitive units retail at \$199.50 and higher.

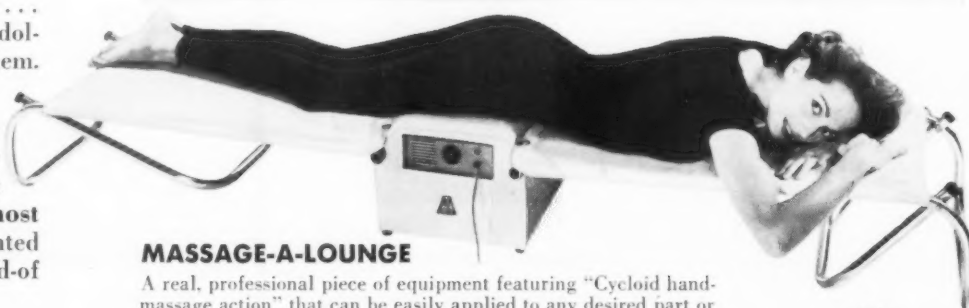
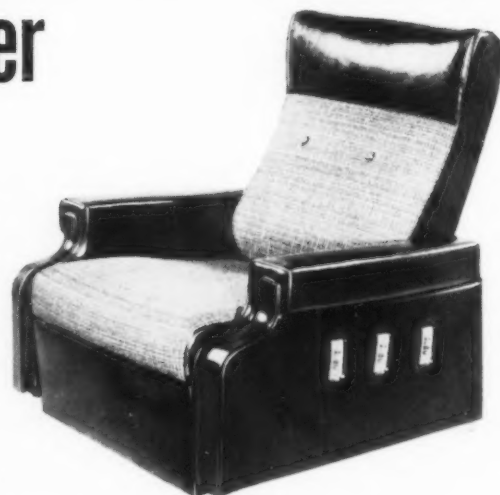
Your Cost 62.97*

PROMOTIONAL RETAIL

AS LOW AS

89⁹⁵

*Slightly higher in 11 Western States



MASSAGE-A-LOUNGE

A real, professional piece of equipment featuring "Cycloid hand-massage action" that can be easily applied to any desired part or the entire body. Tubular steel frame adjusts to dozens of different positions, with leather-grain vinyl cushions, comfortably padded. 110-120 volt AC-DC motor. **UNCONDITIONAL FULL YEAR GUARANTEE ENCLOSED.** Competitive units retail at \$199.50 and higher.

Your cost 55.97

PROMOTIONAL RETAIL

AS LOW AS

79⁹⁵

*DeLuxe Upholstery Model with automatic timer, to retail
as low as 99.50 Your cost 69.65*

MASSAGE-A-BELT

A rugged, heavy-duty machine widely familiar in reducing salons. Dial control gives slow, gentle massage to high-speed workout. No bolting or other installation needed. High power, high-torque motor with self-aligning bearings, runs from any AC outlet. **FULL YEAR GUARANTEE ENCLOSED.** Competitive units retail at \$189.50.

Your Cost 48.97

PROMOTIONAL RETAIL

AS LOW AS

69⁹⁵



• All units backed by written full-year
guarantee enclosed with each machine

SAMSON-UNITED CORP. OF NEW YORK • 33-00 Northern Blvd., Long Island City 1, N. Y.

Santa's coming early this year to you who **SERVICE** **ELECTRIC RANGES**



BIG PREHOLIDAY BUSINESS

The holidays are *party* days—and *feast* days, too, as mothers go all out to make them memorable occasions. This perhaps more than anything else “sparks” the big upswing in surface-cooking unit replacements which occurs regularly at this time each year. Such a season is again ahead of you!



A TK GIFT FOR YOU

To help you prepare for servicing the demand created by preholiday replacement business, your TK Distributor offers you a program you can't afford to pass up. Not only does this program fit your surface unit stocking needs, but it includes a personalized gift for you.



YOU NEED BOTH TYPES... for fast, profitable “look alike” replacements

When you carry a minimum, fast-moving assortment of TK *Monotubes* and TK *Jetubes*, you are prepared to handle all types of electric range service calls. You service direct from stocks on your truck—thus eliminating costly call-backs. Both units have been designed for ease of installation on any make of electric range. TK surface units provide all the features homemakers insist on—customer satisfaction is assured.

TK, and only TK, provides you with a simplified line of surface units that guarantees a look-alike appearance when servicing any defective unit. Both Monotube and Jetube units are easy to use and keep clean. Both are designed with service in mind. It will pay you to look into the TK proposition. Contact your TK Distributor or write us for his name and address.

MAKE YOUR **TK** DISTRIBUTOR
YOUR ONE-STOP SOURCE FOR ALL
ELECTRIC-RANGE REPLACEMENT PARTS

TUTTLE & KIFT

DIVISION OF FERRO CORPORATION

ELECTRIC HEATING UNITS FOR HOME & INDUSTRY

1823 N. MONITOR AVENUE • CHICAGO 39, ILLINOIS

Admiral

Dixie

Broan MFG. CO., INC.

CALORIC APPLIANCE CORPORATION, TOPTON, PA.

BERNS AIR KING CORPORATION

NuTone

In-Sink-Erator®

THEY CARE ABOUT



A. J. LINDEMANN &
HOVERSON COMPANY

FRIGIDAIRE

Gas
AMERICAN GAS ASSOCIATION

Westinghouse

Oakland Kitchens
OAKLAND FOUNDRY CO. BELLEVILLE, ILLINOIS

suburban
Samuel Stamping & Enameling Co.

Chambers' Built-ins

Swanson
MANUFACTURING COMPANY

Stiglitz

GEO. D. ROPER CORPORATION

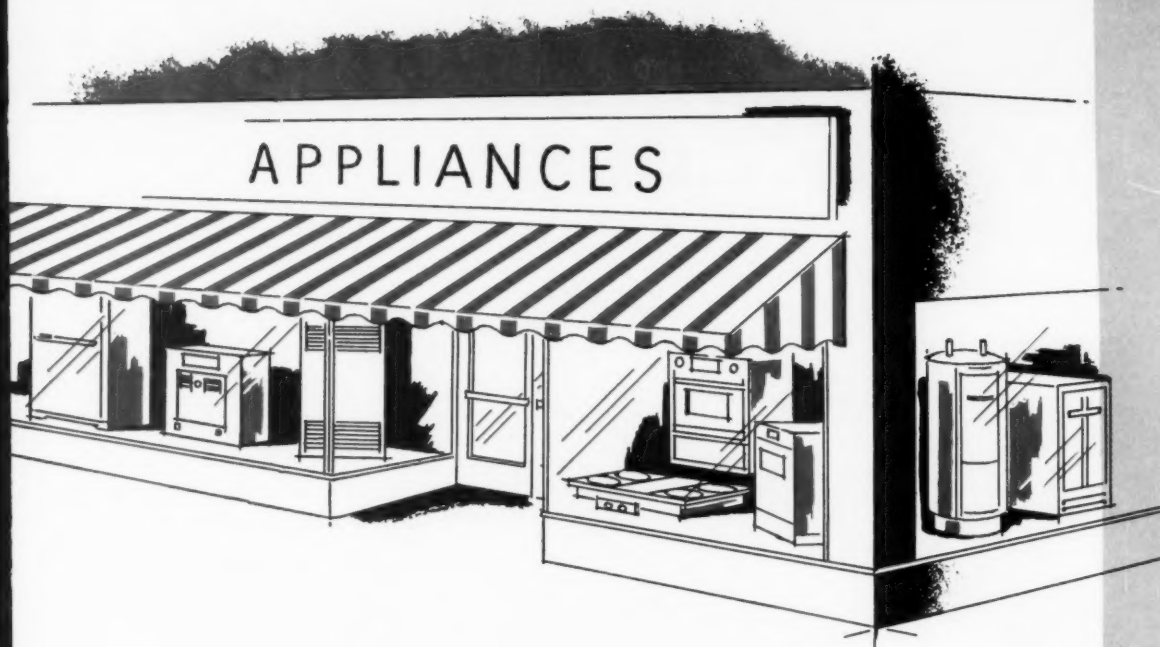
Rangaire

Whirlpool

Hotpoint



TENNESSEE STOVE WORKS



YOUR BUSINESS

as much as you do

That's why these manufacturers help you sell with their ads in **PRACTICAL BUILDER**

As a dealer in home appliances and modern living, you are very important to these manufacturers . . . They rejoice in your prosperity . . . and go to plenty of trouble and expense to help keep *your* profits rolling in . . . The more *you* sell, the more they sell.

They have advertised in **PRACTICAL BUILDER** because of the builder's strong influence in the selection of appliances and other modern conveniences . . . in new homes and in home modernizing and remodeling. **PRACTICAL BUILDER** reaches more builder buying power than any other magazine.

The best way to take advantage of this important sales assistance is to push the products these manufacturers are helping you sell.

Practical Builder

The only magazine edited exclusively for builders.
5 South Wabash Avenue, Chicago 3, Illinois
Offices in New York, Cleveland, Miami, San Francisco,
Portland, Los Angeles.



GRAY and DUDLEY COMPANY

H-P PRODUCTS, INC.

Amana



TAPPAN



TRADE-WIND

GENERAL ELECTRIC

TOASTMASTER

Gibson



PHILCO



NEW CHEVROLET TRUCKS FOR '59!



New Might! New Models! New Money-Saving Power!

Task-Force 59 brings you more to work and save with in every weight class—more models, thriftier engines, stronger cabs and frames, safer brakes, tougher axles and transmissions! Here's the longest, strongest line of Chevrolet trucks ever built, the best yet of the best sellers!

Good news in the light-duty class! Chevy's longer, stronger '59 line gives you a *dozen* big pickups to choose from . . . new 4-wheel drive models, newly fashioned panels, Step-Vans, and Sedan Deliveries! Scores of innovations include new hard-pulling Positraction rear axle, new bigger brakes, new stronger cabs, new broad-shouldered styling refinements!

Bright new middleweight and heavyweight might! New big-tonnage L.C.F. and conventional trucks are heftier than ever with new 5-speed transmissions, new huskier clutches, more durable rear axles in capacities as high as 18,000 lbs.! G.V.W.'s go up to 36,000 lbs. in tandems . . . and up to 21,000 lbs. in new Series 50H and 60H models with heavy-duty components!

New thriftier 6's, all-new V8 power! Chevy's best selling 6's are set to pinch pennies like never before with new camshaft design, new valve train durability! Six modern V8's are tougher built for bigger savings; an all-new V8, the 185-h.p. Workmaster Special* with advanced Wedge-Head design, is offered in Series 70 and 80! See 'em for yourself—the bright new trucks of Task-Force 59 at your dealer's now! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*



CHEVROLET TASK-FORCE 59 TRUCKS

Blackstone PRESENTS AN *all-new* WRINGER LINE for '59

new deluxe
automatic timer!

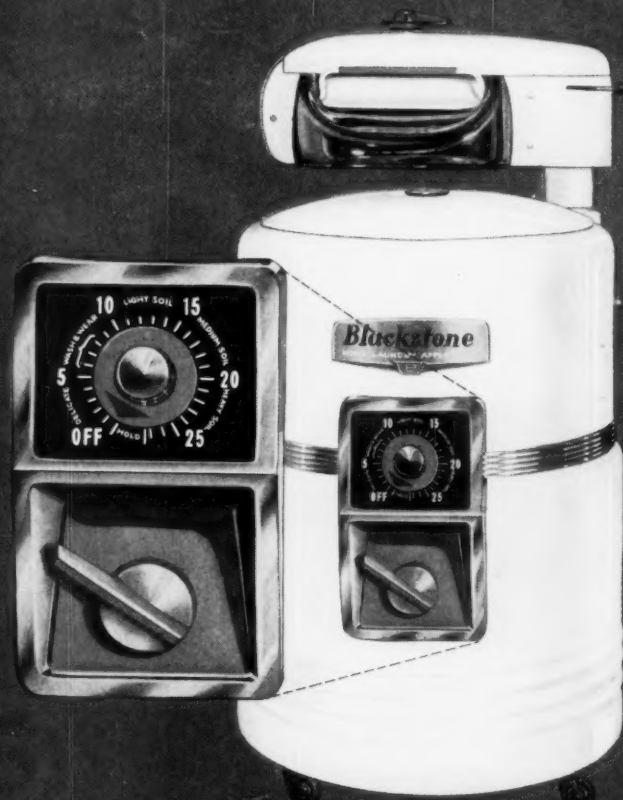
new "wash and
wear" cycle control

new lint filter

Model WRA 30P. Top wringer model with many new sales features. Automatic timer with cycles for every type of wash from "heavy soil to delicate fabrics" . . . including special "wash and wear" cycle. Equipped with pump.

- ★ *four all-new* models
cover every price bracket
- ★ *full 10-lb. capacity*
- ★ *crisp, clean, colorful design*

BLACKSTONE IS OUT TO HELP YOU SELL WRINGERS! A completely redesigned line with new colors . . . competitive prices . . . new styling! 4 modern-styled models priced for every pocket-book . . . a short line with wide price appeal. Get in touch *now* with your Blackstone distributor to see his new '59 line of Blackstone wringers.



Model WRA-10
10-lb. capacity. Porcelain enamel tub. Aluminum finish wringer. Plastic agitator with efficient washing action. Exposed parts rust-proofed. Non-marking plastic casters.
Also with pump—Model WRA-10P



Model WRA-15
10-lb. capacity. Safe, convenient wringer with pressure selector. Heavy-duty, rubber-mounted motor. Parts permanently lubricated, rust-proofed. Smartly styled.
Also with pump—model WRA-15P



Model WRA-20P
Aqua-colored controls, gold-colored molding. 10-lb. capacity. Rubber-mounted motor. Precision built, machined and case-hardened gears. Hi-Vane agitator for fast, gentle washing action. Equipped with pump.

Blackstone America's Oldest Washer Manufacturer • Since 1874

McCall's USE-TESTED[®] program



*tells the
dealer salesman
what he
needs to know...*

If you were to sit down and design a point-of-sale sales aid that would adequately meet the informational needs of the housewife *and* the salesman who waits on her, you'd have a hard time improving on the job now being done by McCall's Use-Tested Tags.

And, in addition, your tag would still lack the

APPLIANCE MANUFACTURERS PARTICIPATING IN McCALL'S USE-TESTED PROGRAM

AMANA
Upright Freezers

BROTHER
Sewing Machines

ELECTROLUX
Vacuum Cleaner

FRIGIDAIRE
Frost-Proof
Refrigerator-Freezer

GENERAL ELECTRIC
Keyboard Ranges
Vacuum Cleaners
Floor Polishers
HAMILTON BEACH
Automatic Fry Pan
Canister Cleaner
Electric Blanket
Electric Food Grinder
Food Mixer
Home Drink Mixer
Liqui-Blender
Mixette

HARDWICK
Gas Ranges

HOOVER
Floor Polisher

KITCHENAID by Hobart
Automatic Dishwasher

LANDERS, FRARY & CLARK
Universal Coffeematic,
Universal Cookset,
Univ. Tab-L-Top Food Chopper

MIRRO ALUMINUM CO.
Mirro-matic
Electric Percolator, Electric
Pressure Pan, Electric Skillet

OSTER
Meat Grinder, Ice Crusher,
Deluxe Osterizer, Portable
Mixer, Knife Sharpener,
Juicer-Shredder-Slicer
Can Opener

PFAFF
Sewing Machines

PHILCO-BENDIX
Automatic Washer, Automatic
Dryer, Gas Duomatic Washer-
Dryer, Electric Duomatic
Washer-Dryer

RCA WHIRLPOOL
Washer-Dryer Combination

TAPPAN
Built-In Electric Range
Gold Ribbon Gas Range

VOICE OF MUSIC
Hi-Fi Phonographs

WEST BEND
Flavo-Matic Electric
Percolator

WESTINGHOUSE
Ambassador,
Aristocrat &
Imperial Ranges

YOUNGSTOWN KITCHENS
Food Waste Disposer,
Jet Tower Dishwasher

am works for you...and your customers

...tells
the homemaker
what she
wants to know

powerful third-party endorsement of an impartial outside authority like McCall's.

To find out how McCall's can solve this important problem for you—and at the same time put the power of McCall's Use-Tested program to work for your product—write McCall's, 230 Park Ave., New York 17, N. Y.

McCall's

The magazine of Togetherness...
circulation now more than 5,300,000



Mail this coupon now for free merchandising aids

USE-TESTED TAG, McCall's, 230 Park Avenue, New York 17, N. Y.

Gentlemen: I sell the following brands which have earned McCall's Use-Tested Tag (see list, at left). _____

Please send me your Ad-Planner and other display material I can use in selling these brands.

NAME _____ TITLE _____

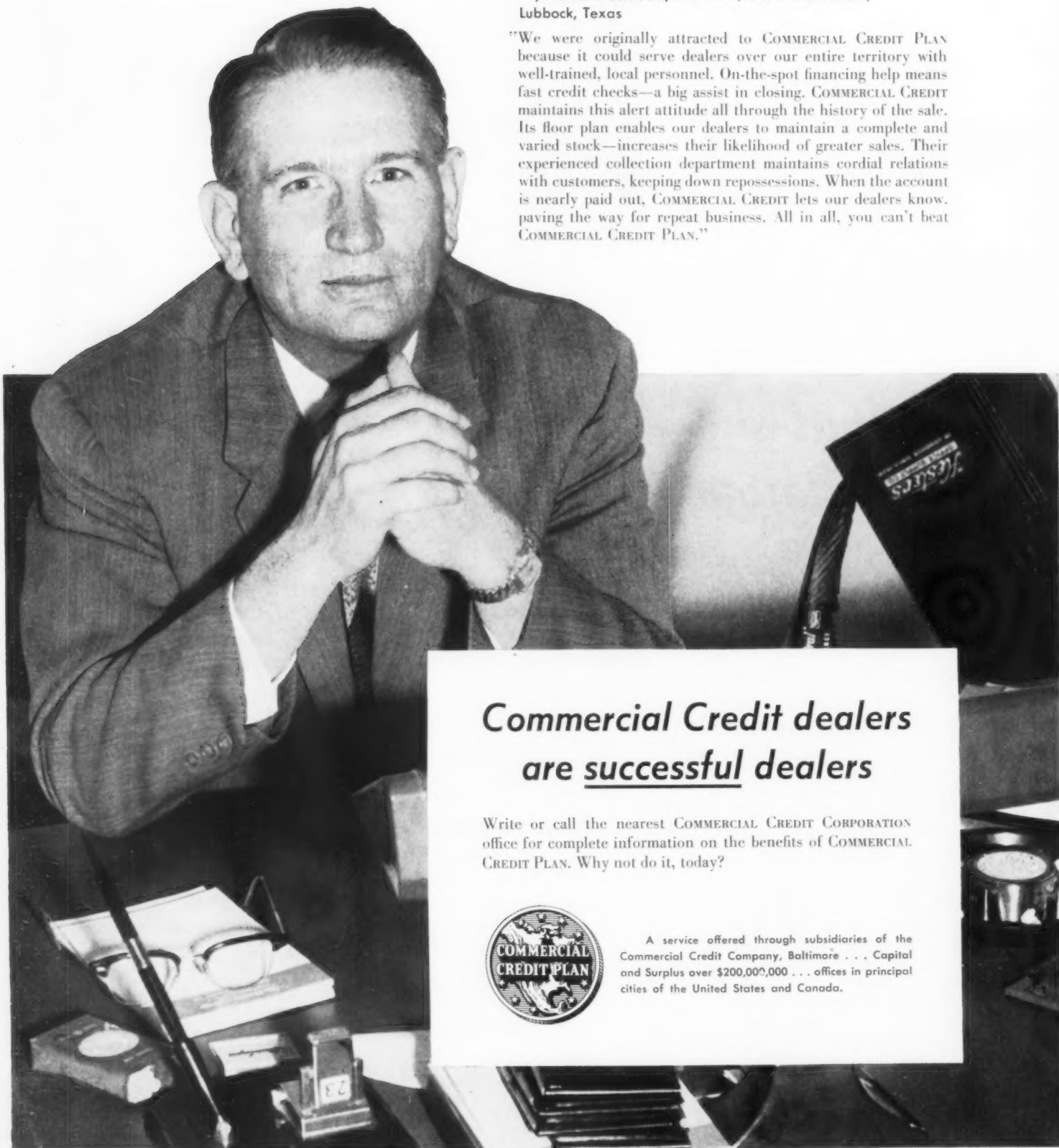
COMPANY _____

STREET _____ CITY _____ STATE _____

"...fast credit checks —a big assist in closing"


says **O.E. DURHAM**, President, S & D Distributors,
Lubbock, Texas

"We were originally attracted to COMMERCIAL CREDIT PLAN because it could serve dealers over our entire territory with well-trained, local personnel. On-the-spot financing help means fast credit checks—a big assist in closing. COMMERCIAL CREDIT maintains this alert attitude all through the history of the sale. Its floor plan enables our dealers to maintain a complete and varied stock—increases their likelihood of greater sales. Their experienced collection department maintains cordial relations with customers, keeping down repossessions. When the account is nearly paid out, COMMERCIAL CREDIT lets our dealers know, paving the way for repeat business. All in all, you can't beat COMMERCIAL CREDIT PLAN."



**Commercial Credit dealers
are successful dealers**

Write or call the nearest COMMERCIAL CREDIT CORPORATION office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it, today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

How MODERN Is Your Store?

THE chances are that it isn't nearly modern enough to enable you to meet the challenge which faces American retailers in the next decade.

The challenge is not a simple one. On the one hand, you will be asked—and expected—to deliver a steadily widening array of merchandise to a market which will have grown dramatically larger.

At the same time, you will be faced with operating costs which have risen steadily in recent years and give every indication of continuing to rise.

The challenge then is this: are you equipped to earn an adequate profit from the growth which is just ahead?

All American industry faces this challenge. That is why all McGraw-Hill magazines are this fall publishing special issues for the industries which they serve. The title and theme of each of these issues is identical: "Plan '59: Modernize Now for Growth and Profit."

In the pages which follow, the editors of **ELECTRICAL MERCHANDISING** have examined in detail the techniques which appliance-TV retailers can use to modernize their own businesses. By taking advantages of these time and money-saving techniques, the individual dealer will create a more efficient operation—an operation geared to take advantage of the growth and profits which the next decade promises.

PLAN '59

Here, step by step, is a guide designed to help you modernize your own store

To begin with, be sure you understand the dimensions of the challenge which the next decade poses. You can do that by reading
How Modern Is American Business?

page
42

Business starts at your front door and that's where modernization should start. To find out how you can get started, read
You Can't Do Tomorrow's Business in Yesterday's Store

page
46

Air conditioning is a sign of the times and no store will "feel" modern without it. Customers and clerks both like it because
Air Conditioning Pays Off in Comfort and Efficiency

page
53

It's easier to sell what customers can see — and good lighting helps them see more. Money spent here is a good investment since
Good Lighting Pays for Itself

page
56

You can cut costs in a number of ways but those savings won't mean much unless you keep track of them. To do that, read
Why Modernize Your Record Keeping

page
59

Do you know when to replace a truck? And do you know what's new in trucks? Be sure you have the answers because
Those Old Trucks Will Eat Up Your Profits

page
63

Merchandise is handled too often and too laboriously between factory and consumer. But distributors are now proving that
Handling Costs Can Be Reduced

page
70

Service today is more important—and more complicated — than ever before. When modernizing, check your service, too, because
You Can't Afford Old Fashioned Service

page
76

How Modern Is American Industry?

A REPORT BY THE MCGRAW-HILL DEPARTMENT OF ECONOMICS

THE U.S.A. is starting a new period of economic growth, as we leave behind the recession of 1958. This new period presents a challenge to the nation, to the business community and above all to the individual company—to grow *at a profit*.

By now it is clear that growth is the normal way of life for the U.S. Economy. Since 1947, our national product has been growing at a rate of 3.7% a year. And no recession, even the latest and most publicized, has interrupted the trend for long. Now the economy is growing again.

But the conditions of growth are far different from those that prevailed in the years 1947 to 1957.

Today growth in the economy does not mean pressure on capacity, for most industrial firms. It does not mean easy profits. Rather, this is growth under highly competitive conditions, with profits

dependent on a firm's ability to hold down costs. Is our plant and equipment modern enough to do the job?

A New Survey

To find the answers to this question, the McGraw-Hill Department of Economics has just completed a special survey of business needs for modernization. The survey shows that it would cost **\$95 billion** to replace today's obsolete equipment. And this is a priority job, if business is to get costs down for the years ahead.

This tremendous need for modernization presents a challenge to the U.S.A. as a nation. The Communist powers are making a strong and disciplined effort to demonstrate that they can out-produce us—that they can "plow us under" in a contest of industrial

The Modernization Job Ahead: \$95 Billion

The McGraw-Hill Department of Economics asked a wide sample of manufacturing companies, and experts in other industries, "What would be the cost to replace all obsolete facilities with the best new plant and equipment?" Here is a summary of the estimates.

Manufacturing and Mining	\$34.3 Billion
Petroleum Industry	5.3
Transportation and Communications	18.4
Electric and Gas Utilities	12.0
Finance, Trade and Services	25.0

TOTAL: ALL BUSINESS . . . \$95.0 Billion

strength.

It is a challenge to American business. Our people expect a continuously rising standard of living. Our workers expect wage increases. And often their demands mean price inflation—unless we can achieve sharp gains in output. The public demands higher national income without inflation. This is the challenge to business as a whole.

It is a challenge to the individual firm. Growth in the economy no longer means an automatic rise in sales and profits for any particular company. There are no shortages; industrial capacity is ample. So to participate in growth, the individual firm must achieve better quality or lower costs than its competitors. Otherwise, there will be no profit in growth and no success story for the company.

Is business prepared today for these challenges? The answer, from our study, is clearly "No". The production and distribution facilities of the U.S.A. are not efficient enough to ensure our continuing superiority over the Communist world, to match every wage increase with higher productivity, to do business in a competitive economy at satisfactory profit to the individual firm.

This statement sounds shocking at a time when much industrial capacity is idle and the recession just behind us is being blamed on a surplus of capital goods. But the facts speak for themselves. Here is the record on the past decade of investment in new plant and equipment, and here is our new study of the job that still remains to be done.

Decade of Expansion¹

Since 1947, private business in the U.S.A. has invested \$291 billion in new plant and equipment. Our manufacturing capacity has increased about 80%; electric power capacity, 145%; capacity for basic raw materials, by 55%. The distribution and service industries have increased floor space by roughly 50% in the decade. In 1957 alone, business spent \$37 billion on new plants and equipment—more than the combined expenditure in all of Western Europe plus Canada.

But all of this expenditure has not made our facilities as modern as supposed, or as modern as we need. Of the \$291 billion invested by business since 1947, roughly \$157 billion has been for expansion of capacity. Only \$134 billion has been spent to replace old facilities with better, more modern equipment. And in recent years, this investment has not purchased as much new equipment as the dollar figures suggest, because prices of capital goods have climbed.

Our postwar capital investment has repaired the worst of the obsolescence accumulated during the depression and war years. But huge amounts of old equipment are still in use, as shown by the table at right. This is based on a survey of the age of manufacturing capacity in several hundred companies, representing all of the major manufacturing industries. Almost 50% of our present capacity was installed before or during World War II. More than 65% was installed before Korea. Expert studies of the major non-manufacturing industries

¹ Figures on "Decade of Expansion" are for the years 1947-1957 inclusive, except where specific reference is made to preliminary data for 1958.

show that the age of equipment, in those industries, is even greater.

Thus, of all business plant and equipment, less than one-third is modern in the sense of "new" since 1950; two-thirds is pre-Korea.

This over-all figure is confirmed by a check on specific industries:

- Nearly two-thirds of our metal-working equipment was installed over 10 years ago, according to preliminary results of AMERICAN MACHINIST'S 1958 census.

- Over 65% of the freight cars on our railroads are more than 10 years old.

- Less than half the capacity to process chemicals, rubber or petroleum is new since 1950—a period that has seen rapid development in such equipment as automatic controls for these process industries.

These examples take on a dollars-and-cents meaning when we recognize that the latest machine tools are about 40% more productive than 1948 models, and that a combination of new freight cars and modern freight yard equipment can reduce operating costs up to 50%. New instruments, that automatically direct the flow of a chemical (or other raw material) process, can often reduce processing costs enough to pay back the cost of the instruments in one year.

MORE ▶

The McGraw Hill Survey of Modernization Needs

Conducted by the McGraw-Hill
Department of Economics in August, 1958

Industry:	Age of Manufacturing Capacity			Cost To Replace Obso- lete Fa- cilities
	Prior to Dec. 1945	Dec. 1945 to Dec. 1950	Dec. 1950 to Dec. 1957	
	Percent Installed			Millions of \$
Iron and Steel.....	47%	16%	37%	2,855
Nonferrous Metals.....	47	13	40	1,022
Machinery.....	41	21	38	3,224
Electrical Machinery.....	34	18	48	1,917
Autos, Trucks and Parts.....	42	11	47	2,204
Transportation Equipment (aircraft, ships, railroad equipment).....	59	9	32	854
Other Metalworking.....	54	17	29	2,351
Chemicals.....	30	23	47	3,070
Paper and Pulp.....	49	17	34	2,655
Rubber.....	46	9	45	600
Stone, Clay and Glass.....	46	20	34	1,840
Petroleum Refining.....	45	26	29	1,499
Food and Beverages.....	58	19	23	3,443
Textiles.....	59	18	23	1,001
Misc. Manufacturing.....	51	21	28	6,236
ALL MANUFACTURING ¹ ..	48	19	33	34,771

¹ Includes petroleum refinery companies listed under "petroleum industry" in previous table.

These savings cannot be made in older plants. By using obsolete facilities, our industries accept a waste in labor and materials that totals many billions of dollars per year.

Why Productivity Must Rise

The U.S.A. can ill afford this waste. In the economic struggle between the free world and Communist world, our margin of superiority depends on the efficiency of our productive facilities.

For the growth of our own economy, we shall need a sharp rise in productive efficiency. During the next ten years, American business must provide the goods and services required for a population that will increase by 32 million. And the increased population will expect higher living standards. Furthermore, the population in ten years will include a higher proportion of dependent persons—children and retired people—and a smaller proportion of working age men. Thus, with a relatively smaller labor force, industry must provide more goods for more consumers.

At the same time, industry must strive to hold the line against rising costs. In an economy with a tight labor supply, we cannot count on restraint in wage demands, however desirable such a development might be. In the past ten years, hourly wage rates have increased over 5% per year, nearly twice as fast as output per manhour. And this disparity may well continue—causing still more inflation—unless we make more rapid gains in productivity.

We can make these rapid gains—if industry goes all out to modernize its equipment. Output per manhour (in manufacturing) has increased only 2.5% per year since 1951. But this compares with gains of 4% a year in 1947-1950, and over 5% in the 1920s. Today the machines and techniques are available for us to equal, or exceed, these records—to raise output per manhour at least 5% per year. This is a job that can, and indeed must be done, to assure growth in the economy without inflation.

The Job Ahead

The dimensions of this opportunity are shown by the table on the previous page. In its survey on the need for modernization, the McGraw-Hill Department of Economics asked a wide sample of manufacturing companies how much it would cost to replace *all* their out-dated facilities with the best new equipment available. The Department also interviewed experts in each of the non-manufacturing industries, to find answers to this question. The answers add up to a staggering bill for new plant and equipment.

Modernization of over-age facilities—replacing only what is really obsolete, by today's production standards—would require a total capital investment of \$95 billion, or nearly \$20 billion per year for the next 5 years.

Furthermore, new production techniques will soon make *today's* plants obsolete, in many cases. Thus, to keep pace with technical advance *from 1958 on*, will require continuing expenditures of \$8 to \$10 billion per year for modernization.¹

The total expenditure to wipe out the backlog of obsolete facilities, and keep up with continuing technical advance between now and 1963, would be at least \$135 billion.

The U.S.A. has never spent such a sum on the modernization of industrial facilities. Capital expenditures of boom dimension have, in the past, been associated only with the urgent expansion of capacity. Some forecasters are now saying that because industrial capacity is adequate, the next few years will be a period of low capital investment. The figures above make clear that this would be a national calamity. The opportunity is there—and the challenge—to invest record amounts of capital in the modernization of plant and equipment.

A National Problem

This also is a challenge to the U.S.A. as a nation. For 100 years, this nation has been looked to as the model of economic development by the rest of the world. For the first time, we face a serious challenge by another nation and another economic system that claims to be better. In a carefully documented 111 page study released in May, the U.S. State Department declared that "the most serious threat" to the U.S.A. today is the drive for economic supremacy by the Soviet Union.² Although a much smaller nation industrially than the U.S.A., the U.S.S.R. is today increasing its national output at a rate of 7% per year and its output per manhour by 4% per year.

The U.S.A. does not have to match these specific figures, which represent the results of forced labor in a country just starting to develop industrially. In the contest to win uncommitted nations, the statistics are not likely to be quoted exactly, in any case. But our over-all growth in national output and living standards must be so impressive as to leave no question of superiority. Our factories must be showplaces of modernization to the foreign visitor that will leave him unable to say "I saw much better" in Britain, or West Germany, or Russia.

This is the challenge to the nation—a political challenge to be sure. But it coincides with the challenge to the business community and the individual firm. And the way to meet it is the same: by thorough and rapid modernization of our plant and equipment—not by the slow and steady pace of recent years, but at an accelerated rate that reflects the greater pressure for output at lower cost.

Obstacles To Be Overcome

We must face up to the fact that real obstacles—both technical and financial—stand in the way of faster modernization. Some companies do not have the technical "know-how" required for the latest pro-

¹ This estimate is based on technical developments reported by McGraw-Hill editors and current price trends for capital goods. It is consistent with the plans for modernization expenditures in 1958-61 reported by companies in a McGraw-Hill survey conducted in April, 1958.

² "The Sino-Soviet Economic Offensive in the Less Developed Countries"—U.S. Department of State, May, 1958.

duction techniques. May more lack the financial resources. How can we overcome such obstacles, and speed up the replacement of old facilities?

In the course of its study, the Department of Economics obtained comments on these questions from many executives. One of the problems, as we noted above, has been the urgent pressure to expand capacity during most of the postwar period. In giving their attention to this problem, companies have sometimes overlooked the chance to modernize older plants.

In some cases, equipment has been kept in place because it was satisfactory, and the users were not aware of still newer designs. Some equipment users believe that equipment makers are not sufficiently aggressive in designing and demonstrating new models.

The biggest obstacle—and one that presents a persistent problem—is the shortage of funds in many companies that need and want to modernize. For all corporations, the cash flow from retained earnings and depreciation has increased by more than \$5 billion from 1953 to 1958. But a number of key industries have failed to keep pace with the general trend. These include some of the areas where the need for modernization is most urgent: the railroads, large sections of the textile industry, some mining industries and many small to medium-size companies in manufacturing generally. The problem of these industries and companies has grown more acute in 1958—since their profits have declined much more than the average for all business.

Any plan to step up the pace of modernization generally must deal with the special situation in these problem areas. Depressed industries and companies need outside help, if they are to modernize. Such help would include a stronger flow of technical information and advice (and occasionally, venture capital) from the more prosperous, inventive industries—as well as advice from equipment suppliers and distributors, industrial publishers and consultants. There is also a public responsibility to help in the problem areas—not with handouts of government money, but with technical assistance and helping in finding private capital (like the efforts now being pursued by the Small Business Administration).

Certainly we should lose no time in reforming those provisions of the federal tax laws that now impede investment in modern equipment by hard-pressed firms—especially the outmoded and unfair restrictions on rates of depreciation for tax purposes. At present, the tax regulations require that depreciation be computed over relatively long periods of “useful life” for most types of equipment. And this is a primary reason for the lag in modernization. Machinery generally becomes obsolete long before the expiration of its “useful life” as specified in tax regulations. But it is difficult for companies—especially small companies—to set aside cash for rapid replacement, unless the full amount to be set aside is exempt from income tax. Canada and most European nations allow more rapid depreciation for tax purposes than does the United States.

A combination of self-help with technical help, and a fair break from the tax laws, would do much to reverse the spreading tide of obsolescence in depressed industries, and in many small companies.

Modernization Pays

Profits on modernization—like all business profits—have come down since 1955. However, modernization, in contrast to new capacity, still offers a relatively quick return on investment. Here are companies' answers to the question: “In cases where you are actually replacing old facilities with new plant and equipment in 1958—how soon do you expect these replacement expenditures to pay off?”

Industry:	Percent of Companies Answering			
	1 to 2 yrs.	3 to 5 yrs.	6 to 8 yrs.	9 yrs. and over
Iron and Steel.....	11%	56%	11%	22%
Nonferrous Metals.....	29	71	0	0
Machinery	12	56	12	20
Electrical Machinery.....	29	57	7	7
Autos, Trucks and Parts.....	40	60	0	0
Transportation Equipment (aircraft, ships, railroad equipment)	7	53	20	20
Other Metalworking.....	38	33	10	19
Chemicals	10	53	21	16
Paper and Pulp.....	22	22	22	34
Rubber	33	33	34	0
Stone, Clay and Glass.....	0	57	36	7
Petroleum Refining.....	16	50	17	17
Food and Beverages.....	16	44	12	28
Textiles	37	47	5	11
Misc. Manufacturing.....	9	52	13	26
ALL MANUFACTURING*	18	50	14	18

*Note: Answers to a similar question, in a 1955 McGraw-Hill survey, were as follows: 1-2 years: 17%, 3-5 years: 64%, 6-8 years: 11%, 9 years or more: 8%.

PLAN '59

It is this combination that McGraw-Hill advocates as “PLAN '59”, to help business modernize now for growth and profits. This is what it will take to make a start in 1959 on the \$95 billion job of modernization, disclosed by the study we have just completed:

1. A better flow of technical information on where and how to modernize business plants and equipment.
2. Careful review by the individual company of its own opportunities to modernize at a profit—then action to replace obsolete facilities.
3. Reform of the tax laws, to allow more realistic deductions for depreciation, and permit more companies to finance adequate modernization programs from this source of funds.

Much of this program is already underway. The 34 McGraw-Hill Publications, and many suppliers and distributors of industrial equipment have stepped up their information programs to start the modernization drive. Preliminary plans of manufacturing companies show a strong emphasis on capital spending for this purpose. In August, Congress passed a bill providing limited tax relief for small business.

But the real task of modernization still lies ahead. It is the greatest challenge, and the greatest opportunity, confronting American business as we move forward into 1959.

You Can't Do Tomorrow's Business

But there is plenty you can do—inside and out—to make your store a more pleasant place in which to shop and a more convenient place in which to work

By JOHN DECKER

WALK down the Main Street of any community across the face of America today.

You'll find there firms whose store fronts and interiors have not changed in the course of a decade or more. Some of these exteriors carry in weathered legend a prideful reference to the firm's founding date. But neither the number of years in business nor the dated store front is making the sales impression necessary in the highly competitive market of today. Sales are being lost to more modern, well appointed, visually attractive outlets.

The reason is simple. Today's mobile population no longer necessarily shops in the store closest to home or in a centrally located shopping center. The shopper can roam far and wide in the family car—and he'll stop only when his eye is caught by a modern, attractive store.

In addition, Americans are moving from home to home and city to city more today than they ever did in the past. About one out of five families moves

each year. In this case, too, it is the distinctive, outstanding store which will win attention first.

If your store has not been modernized in the past ten years it is probable that it is on its way to premature obsolescence, both from the number of sales it is currently producing, and from the convenience standpoint to both your potential customer and yourself. Ask yourself, impartially and with a view to the honest appraisal the passing prospect might give if presented with a similar question:

Is my storefront modern and distinctive?

Does it make its presence felt in comparison with its neighbors?

Does it impart the business personality of my business?

Most important, do the exterior and interior serve as a satisfactory stage for displaying those bright new appliances?

If one or more of these requirements is lacking, you can be sure that the sales potential of your premises is not all it could be. What can be done about it? On these pages ELECTRICAL MERCHANDISING offers some basic remedies. Most make use of new materials and techniques; others utilize tried-and-proven standard products which have helped the store owner to brighten his premises for years. All carry the simple virtue of changing a "horse-and-buggy" showroom into the "shining Cadillac" of the community.



s in Yesterday's Store



A NEW store front is not a "do it yourself" project.

You may have thoughts on the subject and manufacturers' literature and advertising may give you additional ideas. Only the advice of a competent architect or contractor, however, can help you avoid pitfalls and enable you to come up, finally, with an effective and attractive store front.

Such expert analysis will include a preliminary estimate on installation costs. Since in general practice these estimates will be made without cost or obligation such advice should be sought. Then, if the plans prove satisfactory, it is understood that the party making them will be retained to carry the job through.

Once you've had your plans drawn up you'll find that financing the project may be easier than you had thought. Your local commercial bank has a big stake in the community, and arrangements for modernization loans on a home-town enterprise are generally quickly resolved. For that reason it will be wise to approach a local lending agency first rather than to travel far afield. Not to be overlooked is the free advice your banker will

be prepared to give you for the asking. Cost-saving information, tax write-offs, budget counseling, and the degree of modernization you should attempt are all part of his daily routine and his suggestions will prove invaluable.

Who Pays If You Rent

Perhaps you are presently renting the premises you occupy. This fact need not be a reason for holding back on modernization plans. A modern store is premium property for its owner too.

To enlist his aid point out how modernization will enable him not only to increase property value, but to keep a good tenant besides. Often he'll be willing to assume all modernization costs on that basis. Or, he may prove agreeable to assuming costs if you in turn agree to a slightly higher rental, or a percentage of the store's increased business profits. Still a third method might be the sharing of remodeling costs. Some owners will pick up the tab for exterior work if you absorb the interior remodeling costs.

The Kawneer Company, of Niles, Michigan, a pioneer in the manufacture of store modernization materials, suggests

that the average dealer can "pay as he profits" in remodeling his store. The company points out that the Federal Housing Administration endorses installment purchase of modern store fronts through the use of personal notes at low, controlled interest rates. In one typical case history based on a \$3,000 remodeling job, Kawneer estimated an effective store front lifespan at a minimum of ten years. Amortization on this amounted to \$300 annually, or approximately \$25 per month. Boiled down to a more revealing figure this particular dealer had gained a new and permanent aid to sales through the expenditure of little more than 82 cents daily.

What Materials Can Be Used?

As the population has become more mobile it has become correspondingly important to stimulate both regular and impulse buying through window displays which tell instantly what kind of merchandise your store carries.

One of the most effective methods of accomplishing this is through the use of open-vision store fronts. By the intelligent use of clear, polished plate glass in com-

MORE ▶



YOU CAN'T DO TOMORROW'S BUSINESS
IN YESTERDAY'S STORE SO...

Start with the Store Front

bination with structural glass and other facing materials, the modern, open-vision design accomplishes a number of things. It brings sparkling eye-catching appearance to the store exterior. It provides maximum display space for product lines, and, it minimizes maintenance costs and enables the owner to keep up that "just new" appearance. Equally important, the open-vision front works for you on a 24-hour-a-day basis, attracting attention during the evening and reminding the passing motorist that there is something he had meant to purchase.

Since plate glass is extremely adaptable, it combines harmoniously with other building materials used for texture and pattern design. The choice among such materials is a wide and varied one. As one example, Pittsburgh Plate Glass offers Carrara structural glass in ten colors ranging from shades of green through Rembrandt blue, orange and wine. Similarly, Libby, Owens, Ford Glass Co., markets Vitrolux, a color-fused, plate glass facing material. Both of these products offer the store owner permanent advantages in addition to their attention-getting qualities. They provide a hard, non-porous polished surface resistant to atmospheric acids and temperature chang-

es. More important, from a strictly utilitarian standpoint, they are nonfading, and easy to keep clean. Still a third choice is to be found in the Kawneer Company's Zourite, a porcelain enameled aluminum facing material. Such mass-produced architectural products, and others, in infinite variety make possible a custom designed store front at assembly line prices.

Identify Your Store

Nothing is more important as a merchandising asset than a good name. It is just as important to identify that good name with your store and the service which it offers. The trend today in exterior signs has evolved from skeleton neon to plastic with the incorporation of bright illumination, color and practically no restriction in the reproduction of desired copy. Your store identification can be handled in any of five ways, but is dependent upon local ordinance restrictions, many of which now ban signs suspended over the sidewalk or painted on the side of the building. The usual methods of installation include the following: (1) mast arm method, with the sign hanging from a pipe or length of angle iron; (2) rigid or end mounting, which provides for the sign to be held rigidly in

place by brackets fixed to the building; (3) flat wall mounting, with a single face sign mounted flat against the face of the building; (4) roof mounting, often used to elevate the sign as high as possible and provide visibility from the greatest distance; (5) pedestal mounting, a type of installation providing for a center pole to hold the sign erect, and favored where conditions are such that identification can be installed in an area adjacent to the building proper.

Control the Sun

Don't overlook the matter of sun-control. The awning of today differs greatly for its earlier antecedents. Like these it helps to protect customer and window merchandise alike. Unlike them it is seldom manufactured of fabric. Today's product is normally of aluminum, with a baked on color finish designed to retain its brightness through many years of use. Awnings of this type, in addition to performing their primary function of keeping the window shopper comfortable, reduce heat infiltration through large window areas and in so doing lower air conditioning costs substantially. Storm and wind-proof, the modern aluminum awning dramatizes a store exterior.

What Can Be Done About Your Store Front?



No store is too old to be modernized.

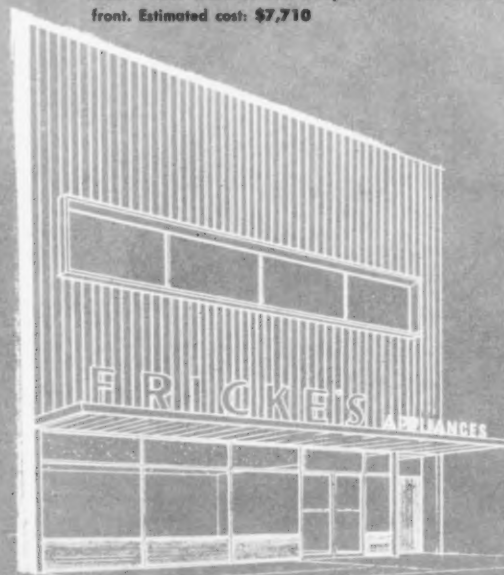
And there's no limit to the ways in which modernization can be achieved.

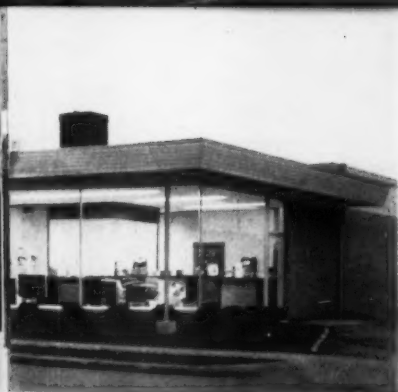
Those two principles are graphically illustrated in this series of sketches prepared for ELECTRICAL MERCHANDISING by the Kawneer Co. of Niles, Mich., manufacturers and designers of store front materials.

For this demonstration, Kawneer chose the exterior of Fricke's in Benton Harbor, Mich. Obviously faced with making the best of a very old store, Fricke's had already improved it to some extent by installing a modern, readable sign which helps update the store front to some degree. In these sketches Kawneer shows how much more can be done.

The cost figures which accompany each sketch are somewhat deceptive since Kawneer engineers found that a steel beam had to be installed to handle the second floor structural load. Since this is not a typical situation, the figures in each case would be reduced by approximately \$2000.

IDEA #1: Brick exterior as far as top of second floor has been refaced with porcelain enameled aluminum. This makes available second floor space which can be used by store or rented as office space. Porcelain panels add a strong note of color and large glass areas provide street-to-store vision. Door has been moved to one side to consolidate display area. Aluminum door on second floor entrance sets it apart from rest of store front. Estimated cost: \$7,710





Put Structural Material To Work for You

Attractiveness of this store is a compound of good window usage and effective use of structural materials like stone and brick. Brick tower at left limits your attention to this store, sets it apart from other buildings.



Glass Does Many Jobs Here

Glass store front solved several problems for Mel Collier Music Co. in Denver. It provides illuminated background for sign. Slanted windows provide a degree of sun control and turn whole store into a striking window display.



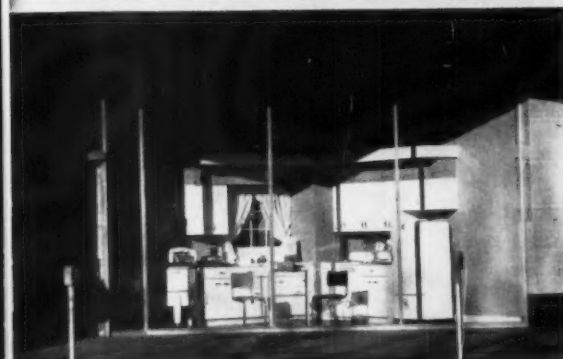
Wood Works On Store Fronts, Too

Fir plywood made possible a simple yet striking store exterior on the Toy House in San Francisco. Despite broad areas of wood, there is still adequate provision for good window display. PHOTO: FIR PLYWOOD ASSOCIATION



Make Your Store "Look" Bigger

Massive ceiling to sidewalk windows make this average size store look bigger and also give the passerby a feeling of actually being a part of the display. Note how clean lines are carried out in canopy and facade.



Awnings Can Dress Up The Store Front

Double purpose is served by these awnings on store of Muncie TV, Muncie, Ind. First, they provide sun control; the distinctive shape and bright colors of the awnings also tend to dress up the store front itself.



MORE ▶

IDEA #2: More productive use of second floor is made possible with this curtain wall of aluminum and glass. Street level store front has been recessed to give an effective "walk-in" area. Door could be located either in center or at one side. Side entrance and vestibule for second floor has been segregated in a more pronounced way by the use of a buffer wall. Estimated cost: \$7,300



IDEA #3: Here the entire second floor has been faced with porcelain panels, with windows blocked off and covered. An equally practical approach would be to square off the window openings and surround them with the facing. Still a third alternative would be to mount an attractive sign to this second floor area where the background color of the porcelain facing would serve as an effective contrast. Estimated cost: \$7,120



IDEA #4: The second floor has been left untouched in this treatment. Display windows have been completely opened to give maximum visibility to the store. Planter boxes along the windows add a fresh touch and soften the effect of the aluminum and glass design. Recessed area in front of window is on a diagonal line, tending to direct the window shopper to the entrance. Estimated cost: \$5,750.



YOU CAN'T DO TOMORROW'S BUSINESS
IN YESTERDAY'S STORE SO...

Give Your Sales Floor a "New Look"

IN keeping with the see-through advantages of a new exterior you'll want to give consideration to revamping interior arrangements.

Use Color to Sell

Color which helped to attract the prospect into your store plays an equally important part once he is there. It's quite natural to judge merchandise by the appearance of the store in which it is sold and color can help to impress and mentally stimulate the prospect to buy. For this purpose paint still remains one of the most effective and economical of decorating mediums. It has the added advantage of meeting most other store requirements whether they be of protection, texture, pattern or sheen.

Showing off your merchandise with color however is not a simple matter of personal choice. All colors do not have the quality of equal attraction, nor do the same specifications suit all selling conditions. Color can give the illusion of height, or depth, where you may require it, or it may be used effectively to direct the customer's attention to a specific display. In the appliance dealer's store most major paint manufacturers suggest a flat background finish to make a range or refrigerator display sparkle. Such a choice helps to give these products greater buy appeal than would a similar gloss or semi-gloss finish.

As to the color to be chosen, Faber Birren, consultant to the Du Pont color conditioning program indicates that, "the nation today is in a pastel era. Oyster white has become a dominant seller, with beige, sandalwood and cocoa as runners-up. There is a growing and evident demand for muted shades of sage-green, tan and gold." A spokesman for National Lead Company, producer of "Dutch Boy," concurs with the choice of neutral wall colors for most areas of the store. The latter points out further that more strongly hued colors, yellow included, can be used effectively to brighten dark areas, as a highlight color, or to direct attention to a remote section of the premises.

Most paint manufacturers maintain staffs of trained color consultants whose aid in planning your interior wall treatment will cost you no more than the price of a 4-cent stamp. Du Pont, for example, outlines the findings of their studies on

color conditioning in several booklets which give the layman a comprehensive idea of how color can be put to work, profitably.

Wall Coverings Are Important

Within the short span of the last ten years there has been a growing trend towards the use of coated wall fabrics in retail stores. Initially, the use of such wall coverings was probably given impetus as a result of their use by architects in buildings where wall areas and support columns were continually exposed to constant wear and tear.

The advantages of a durable wall fabric are many, ranging from ease of installation and maintenance, to their stand-out ability to take punishment. In addition, in redecorating they are helpful in hiding plaster cracks and surface imperfections. Fabrics are bonded or coated with a variety of materials, the most common being vinyls (United States Plywood's Kalistron), oil-coated fabrics (Columbus Coated Product's Wall-Tex), and latex (Standard Coated Product's Sanitas). Because of their many advantages, fabric backed wall coverings are generally more expensive from an initial purchase standpoint. However, because of their extreme durability, they last longer, and the cost can be depreciated over a longer period of time. Wallpapers, with similarly vinyl treated surfaces, are available (United Wallpaper's Varlar) for the consideration of the dealer also. New on the scene is the Simoniz Corporation's recently introduced Clad-Rex, an aluminum product faced with a tough vinyl skin.

Wood on the Wall

Wood offers still another proven type of wall covering. Alone, or in combination with wall fabrics, or products such as Westinghouse's Micarta, its use can provide the dealer with rich and distinctive backgrounds. U. S. Plywood's Flexwood, as one example, is equally adaptable to flat or curved surfaces, may be wrapped around columns or pillars, and can be obtained in veneers ranging from such old standbys as knotty pine to more exotic woods including teak, African rosewood, or lacewood. Because of their expense the imported woods are not generally used for large areas as an overall surface covering, but as a product for spot usage where



Dramatic evidence of what good planning and materials can do is provided in this photo of an appliance showroom which Andrews Hardware Co. of

focal attention is desired they can bring a sense of quality and richness to any display.

Less costly wood and fiberboard products such as pegboard and plywood panels are already well known to the retailer, the former primarily because of its extreme utility in providing a frame which the dealer, with available fixtures, may readily convert to shelf displays and similar arrangements. Whether you want rough sheathing material or a super-smooth overlaid face in your panels of plywood, there is an appropriate grade, and such organizations as the Fir Plywood Association of Tacoma, Washington can furnish hints and plans on their proper use.

Your Floor is Important

For the appliance store needing a "face-lifting," resilient flooring can make an important contribution since it can change the floor from something that the customer merely walks on to an important factor in customer appeal.

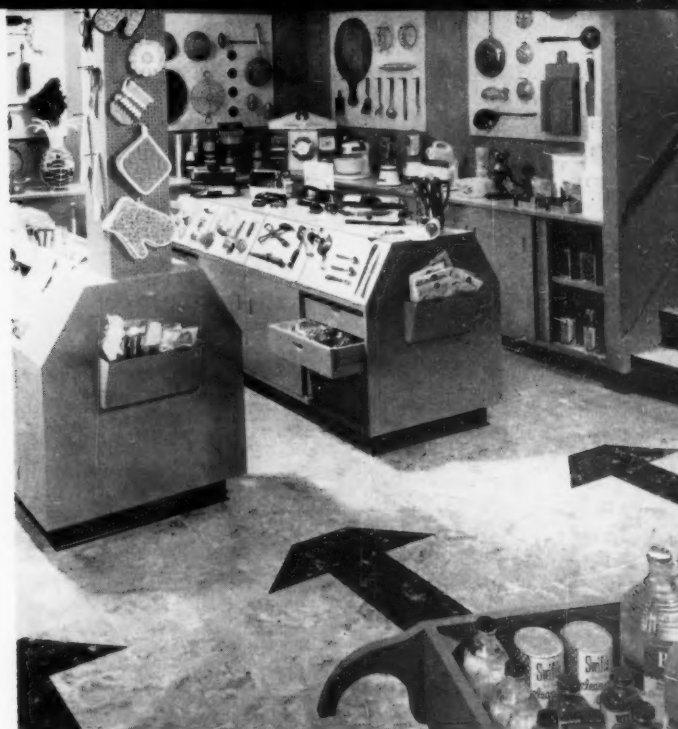
Every kind of resilient flooring, linoleum and plastics in sheets, and the tile family of asphalt, vinyl-asbestos, rubber, cork, plastics and special types—offer many patterns to fit any taste or decorative theme. The installation of a new floor utilizing any of these may be the only major change needed to transform an uninspiring store into a more attractive, more inviting sales room.

Linoleum is probably the best known and most widely used of all resilient floors. It is made in two thicknesses recommended for retail stores: heavy gauge for high-traffic areas; and standard gauge, for normal areas. Its advantages include adaptability to most types of installation, coloring and patterns extending through to the backing, grease resistance, and waterproof seams which when butted tightly together prevent dirt from



Northumberland, Pa., created from an old grocery supermarket. Acoustic tile ceiling, recessed lighting, muted tones on walls and pattern of floor tiles com-

bine to produce clean, interesting effect, while angled sheets of pegboard at left provide separate settings for individual appliances. PHOTO: CELOTEX CORP.



Let Your Flooring Point the Way

Traffic is directed to this recessed, back-of-store department by arrows created by use of dark and light floor tiles. Pegboard is used to display small items, leaving counters clear for electric housewares. PHOTO: ARMSTRONG CORK CO.

lodging between the existing seams.

Plastic flooring in sheets is one of the newest developments in the flooring line, and like linoleum is greaseproof, and not easily harmed by hot soapy water, alcohol, or alkaline cleaners. It is easily installed over most types of floor, and unlike linoleum, a new type with a special waterproof backing (Armstrong Cork's Hydrocord) can also be installed on grade-level and below grade concrete.

Resilient tiles, count in large part for their popularity on their ease of handling, and replacement, coupled with almost unlimited design possibilities. Arranged in special designs they have found a functional as well as decorative use, for they can be laid in such a way as to direct store traffic—past “impulse item” display racks, or to make a store appear larger.

Asphalt is an economical tile for use over any type of subfloor, including concrete. It is extremely durable, but is not quite as easy to take care of as most other types of quality resilient floors.

Vinyl-asbestos tile is fire-retardant, and is noted for the clear brilliance of its colors and for its smooth, glossy surface. Unusually tough and strong, it has excellent resistance to grease, and most solvents.

Rubber tile is made of high-grade rubber, mechanically reinforced to provide high tensile strength and to prevent shrinkage and expansion. Its ability to cushion footsteps and to deaden impact noise make it particularly suitable where quiet is important as in hi-fi demonstration booths, and similar areas. Its drawback is in the fact that it is not as easy to maintain as other resilient floorings, particularly in high-traffic areas.

Plastic tile, a vinyl plastic flooring is recommended for all interiors where it is desirable to have the flooring match the architectural beauty of the store. Completely stable it will not shrink, warp or expand, and is highly resistant to alkaline

substances, and detergents.

Cork tile serves as a distinctive flooring in areas where beauty and dignity are desired such as a manager's office. However it is not recommended for entryways or other store areas where excessive dirt and heavy foot traffic is encountered.

Among the best quality resilient floorings it is probable that vinyl plastics can be regarded as the most durable of all materials, and, installed correctly and maintained properly can be expected to provide years of satisfactory service.

Ceilings Make a Difference

Throughout the earlier sections of this article much stress has been placed on the effect of “eye-appeal” in pre-selling the prospect. With ceilings, “eye-appeal” is an important consideration but there are other equally important advantages which you will want to take into account. Ceilings lend “ear-appeal” to a store. Acoustical ceilings can cut down on annoying store noise, improve hearing, upgrade the efficiency of your staff. And the advantages don't stop there. A modern multi-function ceiling greatly improves the lighting of your store, and, suspended from channel supports, it can be used to conceal unsightly conduit, air conditioning ducts, and other utilities.

Noise deadening ceiling materials may be found in products as diverse as perforated or textured wallboards, in certain types of plaster, or in acoustical ceiling tiles. The Celotex Corporation's panels, as an example of the latter, combine not only noise damping qualities, but are incombustible, and in some instances translucent so that the light source may be completely hidden from view.

Such ceilings offer the maximum in both functional sound absorption qualities, good looks, and savings in maintenance costs.

MORE ▶



“Show Off” Appliances With Color

Muted dark wall provides dramatic contrast with white finish of major appliances. Note, too, how store has used steel support poles as center point for island displays. Light paint and decorations soften impact of these poles.

Try the Unusual With Wall Paneling

Sheets of Marlite woodgrain paneling were used in this store to set off Dutch oven and provide dramatic decorating effect. Plastic finish panels can be cleaned with damp cloth. PHOTO: MARLITE WALLPANELS



YOU CAN'T DO TOMORROW'S BUSINESS
IN YESTERDAY'S STORE SO . . .

Display Fixtures Should Be As Modern as the Store

AS far as display fixtures are concerned, you are probably your own best expert. You know your trade and your own merchandising methods. You know what you want to stock and where you want it.

But once you've decided in general terms what you want, don't be afraid to ask for advice on specific fixtures. Talk to other dealers who have remodeled. If you're using an architect on the remodeling job, consult him. Listen to the advice offered by manufacturers of commercial fixtures. And be sure to see if distributors or manufacturers have special display material or advice.

Once you've done that you'll be in a better position to judge whether you want to buy prefabricated displays or have your own built to your specifications. In either case the end result should be the same: a series of fixtures which combines your own know-how and specifications with the latest technical advances by manufacturers and store design experts.

Design Your Own Fixtures To Fit Your Store

These unique cabinets were built out of fir plywood for use in the Lakeshore Toy House in San Francisco. Zigzag pattern not only gives store more display space but makes merchandise easily visible from any point in store. PHOTO: FIR PLYWOOD ASSOCIATION



Find Out What's Available In Commercial Units

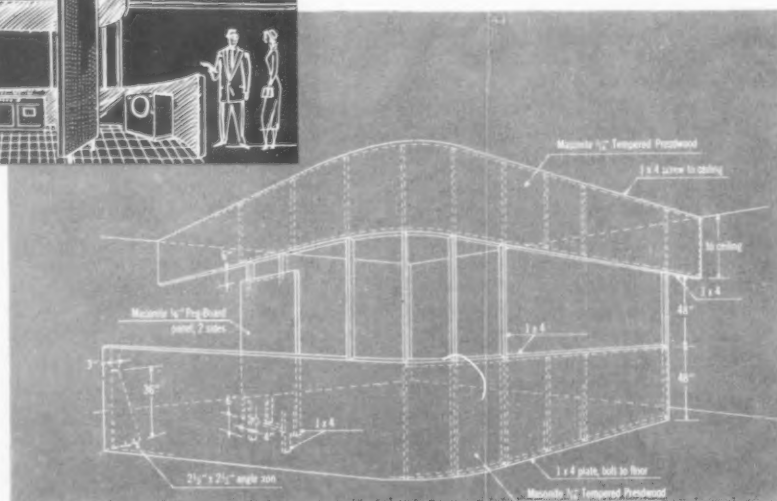
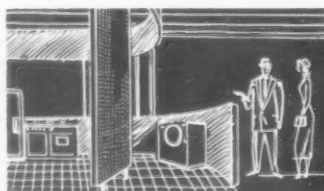
Double faced gondola has perforated metal shelving, $\frac{1}{8}$ " built-in ticket strips, fractional shelf bracket adjustment. You can buy complete unit like this or component parts to make unit to fit your own requirements.



Look For The Unusual In Display Fixtures

Floor to ceiling poles have channels in which shelving may be inserted. They not only provide extra display space in

crowded store but also help to serve as room divider which sets one department off from another.



Look Around For Help

Check suppliers for any stock plans which may be available for display units. This enclosure is just one of a

number of display units for which plans are obtainable from Masonite Corp., 111 W. Washington, Chicago 2, Ill.

**You're Losing Money
If Your Store Isn't
Air Conditioned**

Check here to find average number of shopping days requiring air conditioning in your area.

City	No. of Days
Atlanta	127
Baltimore	114
Boston	82
Chicago	91
Cincinnati	110
Cleveland	90
Dallas	128
Des Moines	99
Detroit	88
Houston	132
Kansas City	111
Los Angeles	85
Louisville	111
Memphis	114
Miami	140
Minneapolis	76
New Orleans	132
New York	104
Norfolk	117
Oklahoma City	128
Philadelphia	109
Pittsburgh	91
St. Louis	112
Washington	118

Use this chart, adapted with permission from a copyrighted "Investment Analysis" by Carrier Corp., to determine just how much money you're likely to be losing because your store isn't air conditioned.

1. What do your sales average each day in summer without air conditioning	\$
2. What percentage of gross profit do you realize	... %
3. Multiply (1) by (2) to discover how much daily gross profit you average in the summer	\$
4. How many days do you require air conditioning (see chart at left as guide)	... days
5. Multiply (3) by (4) to find out the total gross profit you make in the summer	\$
6. Multiply this by the typical percentage increase enjoyed by stores which have installed air conditioning. No exact figure is available for appliance stores but, as text explains, a reasonable estimate	20% ...
7. Now multiply (5) by (6). That's the total amount of extra profit you can expect with air conditioning	\$



Air Conditioning Pays Off In Comfort and Efficiency

And this return is a tangible one which can be measured in terms of increased sales during the summer

By **TED WEBER JR.**

MORE▶

Air Conditioning Pays Off . . . No Matter What Your Space Problem

If you have: A wide-open sales floor where space is not at a premium

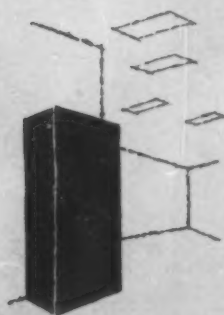
If you have: Several rooms or partitions which might impede circulation of air from ductless store air conditioner at left

If you have: Crowded display floor but do have an adjoining stock room in which space is available

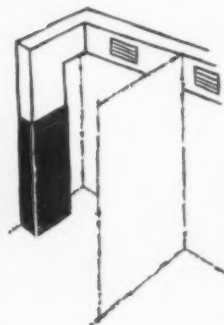
If you have: A store which is currently heated with a forced warm air system

If you have:

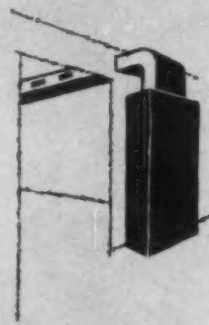
You might use: One or more self-contained, packaged store air conditioners. Easily installed they can be used with or without ducts (as is the case here)



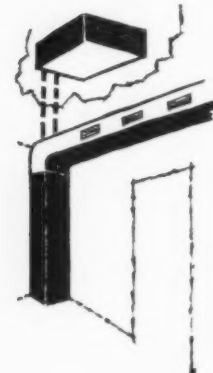
You might use: One or more self-contained store units with the ducts necessary to move air from room to room or around corners or partitions



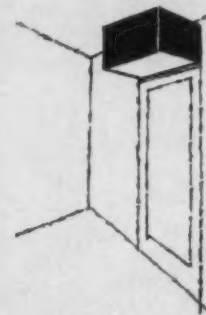
You might use: A store air conditioner located in the stock room with ducts running from it along the ceiling of the store proper



You might use: A duct type cooling coil installed in warm air ductwork with condensing system on roof or other remote location



You might use: A self-contained unit installed in transom. This eliminates need for ductwork



THE appliance dealer who has not yet air conditioned his store is very much like the doctor who doesn't take his own medicine, or the minister who doesn't practice what he preaches.

Quite obviously, a man who sells air conditioning is in a compromising position if he doesn't own it.

While that much is obvious, it is also true that this consideration is perhaps the least important reason why a dealer should install air conditioning. The merits of air conditioning as such—the benefits which accrue to *any* retailer who does business in an air conditioned store—are far more significant.

Yet 73 percent of retail establishments are not air-conditioned. That's a 1957 figure, but it is by far the most reliable statistic available on the subject, and chances are that it has not changed dramatically in the past year. It was obtained by researchers for the Du Pont Co. in their study of the market status of commercial and industrial air conditioning.

Appliance dealers may well have a better record than this 73 percent figure would indicate. The Du Pont survey did not break down stores by product classi-

fications. Appliance stores were grouped in the "all other retail" category along with book, department, furniture, hardware, liquor and shoe stores and 15 other retail types. Twenty-six percent of the stores in this category had some type of air conditioning, 19 percent being completely air conditioned and seven percent partially air conditioned. Compared to other types of retail establishments this was only an average performance. Thirty-six percent of eating and drinking establishments were air-conditioned compared to only 24 percent of retail food and drug stores and 25 percent of personal, business and repair service establishments.

These figures showed logical variations when broken down into geographical and temperature zones. Only 21 percent of retail establishments in the Northeast were air conditioned, compared to 32 percent in the West and 30 percent in the South. Thirty-seven and 34 percent of the stores in the hot and torrid zones, respectively, were air-conditioned, but only 16 percent in the moderate and 27 percent in the warm zones were so equipped.

Besides providing detailed market information, the Du Pont survey also pro-

vided an opportunity to evaluate the reactions of merchants whose stores are already air-conditioned. In general, the favorable reactions of these retailers closely parallel the "sales arguments" which manufacturers of such equipment have been using for some time to sell dealers on the desirability of air conditioning.

As noted previously, the appliance dealer who is in the business of selling residential air conditioning has a very special reason for air conditioning his own store—as tangible evidence that he believes in what he is selling. Most of the other advantages of retail air conditioning, however, also apply to the appliance store. They include:

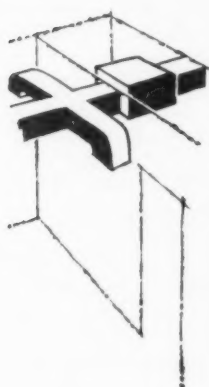
COMFORT OF CUSTOMERS—This was the most frequent answer given by retailers in the Du Pont survey. Forty-five percent of the dealers responding gave this as the reason for having installed air conditioning. Another fourteen percent said they had made the installation to "help business" and six percent said they had acted because of "customer demands."

Manufacturers point out that air conditioning can affect sales volume in a

May Be, There's An Air Conditioner To Suit Your Needs

Crowded store with no space in adjoining stock room

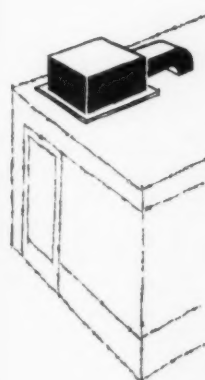
You might use: A self-contained unit suspended from ceiling of stock room. Air for condenser is supplied by short ducts through exterior wall.



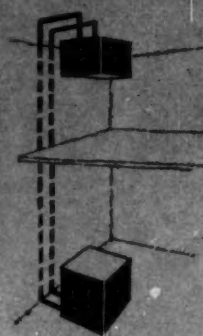
You might use: A self-contained unit installed directly through the wall with either discharge grille or ducts to distribute air through the store.



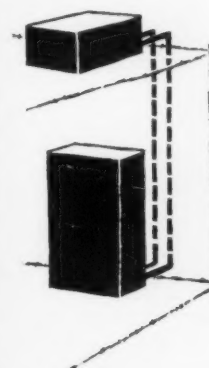
You might use: A self-contained unit installed on roof with ducts from unit through roof into store interior.



You might use: A remote model in which the heat exhaust section is separate from the actual cooling section. This water cooled remote installation has the heat exhaust section in the basement (or in the stock room) with cooling unit installed on ceiling of store.



You might use: An air cooled remote unit where the heat exhaust section is located on the roof or on the ground outside and the cooling section is ceiling mounted.



number of ways. It can combat summer slump and help level off the year-round business curve.

Officials of Carrier Corp. also point out that air conditioning offers a dealer a definite advantage over non-air conditioned competitors. They add that "in many southern cities it has become a requisite if the store owner desires to stay in business. This trend is gradually moving into the north and for that reason, anyone considering a new building or renovation should include air conditioning in his plans."

The presence of air conditioning also tends to prolong the exposure time you have with each customer. The Trane Co., for example, points out that "air conditioning encourages potential customers to linger in the store longer, thereby improving prospects for larger sales."

Air conditioning also tends to attract new customers because it tends to identify the store as a modern, progressive establishment.

EFFECTS ON EMPLOYEES—This was the second most frequent answer by retailers when Du Pont researchers

asked why air conditioning had been installed. Twenty-five percent cited comfort of employees and six percent mentioned more efficiency from employees as reasons for adding air conditioning.

York Corp. points out that mid-70 temperatures are more conducive to peak efficiency. A sample test indicated that at 85 degrees employees were only 80 percent efficient and at 95 degrees their efficiency dropped 50 percent. Excessive humidity causes a similar efficiency decline. In addition, employee attitudes towards customers are improved and salesmen thus are more efficient.

A room temperature between 70 and 74 degrees also protects employee health and reducing absenteeism due to sickness.

Quite obviously, air conditioning slashes absenteeism due to hot weather and eliminates the need for shut-downs because of heat.

Finally, an air conditioned store helps attract—and hold—capable employees.

OTHER BENEFITS—Manufacturers of air conditioning equipment cite several other advantages which accrue when

air conditioning is added. They include:

(1) *Protection of merchandise.* The humidity control possible with air conditioning provides additional protection for merchandise subject to damage from excessive moisture. This applies whether the goods are on display or in stock.

(2) *Savings in cleaning and decorating.* The fact that windows and doors can be kept closed and that air is filtered contributes to savings on maintenance expenses in the store.

(3) *Makes possible better lighting.* Large numbers of brilliantly lighted displays could conceivably pose problems because of the heat generated. Air conditioning experts take such heat sources into consideration in sizing new installations.

(4) *Air conditioning adds to the value of the business and the store structure.*

Why Stores Aren't Air Conditioned

So much for the reasons why 27 percent of the nation's stores are air conditioned.

(Continued on page 82)



It's easier to sell what you and the customer can see. That's why . . .

Good Lighting Pays for Itself

As a matter of fact, it even earns a profit for the retailer who realizes that he can sell more merchandise when it is properly lighted

By KEN WARNER

YOU can sell more merchandise under modern lighting. You can sell enough more working under adequate brightness to show a profit on the costs of installation of the better system and its increased maintenance and current costs.

This one fact should be enough for any businessman interested in efficiency, in a good return on his sales-cost dollar, and in a steady up-curve in sales. But there are other advantages to better lighting:

- Advertising value against next-door, and down the-block competition. A bright—and comfortable—store gets more traffic.

- Shoppers stay longer when seeing conditions are good, when the right kind of light keeps their eyes rested and, actually, entertained.

- Employees feel better, work harder, more productively.

- Features, styles, shapes, finishes on the merchandise make a start toward explaining themselves—just because they're better seen.

Much of the gain on the profit side of the ledger from an added expense like an improved lighting system is subtle, hard to nail down. But it's there. One lighting engineer ruefully describes the benefits of improved lighting by paraphrasing a famous air conditioning ad: "I was a 150-lb weakling, and then I got better lights. I'm still a 150-lb weakling, but boy, can I see!"

It Does Pay

Fortunately, evaluation of better lighting is not really that primitive. For some time, the interested parties—lamp manufacturers, fixture people, utilities—have been keeping tabs. They find relighted stores claiming sales increases as high as 40 percent, which is pretty startling. It is so startling that the custom seems to be to credit lighting with mere ten percent sales gains even though many retailers report increases of 19 to 40 percent.

The figures that go with this sales story are shown in the accompanying illustrations, along with a basic type

of lighting scheme, adaptable to almost any store. It would be impossible to design a particular lighting system here. However, it's not impossible to provide the ground rules to follow for good lighting.

Buy Light, Not Fixtures

The first test of anybody's lighting design is simple, just as easy as measuring a refrigerator with a tape. The "tape" in this case is a meter—like photographic light meters, but calibrated differently—that gives you foot-candle readings.

Foot-candles are simply units of light. Chances are that in your store, the average foot-candle reading is under 50 ft-c per square foot, in many cases, well under this level. A 50 ft-c general lighting level has been, up to this year, the "standard" or desirable level set by the Illuminating Engineering Society. Changing conditions, costs and requirements led the IES to boost the standard this fall—to 70 ft-c for schoolrooms, and higher for special applications like your store.

So the first test for a lighting scheme is the general all-over light level, which as a minimum should not be as low as 50 ft-c; the engineers' recommendations put the really good system at closer to 100 ft-c. Don't go by what your eyes tell you. In the words of an engineer in the field: "Eyes cheat." What he means is that the human eye can adjust itself over a period of time to see fairly well in quite dim light. This means that you may see quite well, while your customer, who just came in from the sun-lit street, may not even see *you* very well, let alone the inch-square pushbutton you're trying to show her.

There's Variety in Light

The second test, which can be applied only after the first is satisfied, is the *variety* of light, both in kind and intensity. Think of the general level as the jumping-off place. From there, your lighting system should build on itself. To remain interesting, an area should present bright spots, and brighter spots. Lighting engineers are fond of comparing this situation to an overcast winter day, which is quite bright, but has no "sex." Let the sun break through, however, and everything brightens up, though there really isn't much more light over-all.

Of course, in your store, such "spot-lighting" should do just that for your merchandise. The "specials" on your floor, or the high-end items, or both, deserve, and will benefit from, a little extra light, generally furnished by a spotlight. The same goes for your radio display, traffic appliances, your model kitchen, and any demonstration areas you have.

How much more light do these areas need? Well, they're best off with double the general level—200 ft-c in a 100 ft-c level; 100 ft-c in a 50 ft-c level. Much more than this is disturbing; much less is not effective. So this second test can be accomplished with a light meter, too.

Once you have enough light, the problem turns to controlling it. It's no trick to

put a lot of light in an area. The idea is to put it where you want it, which in the case of your store, is primarily on the merchandise. So any meter readings should be made at the level of your merchandise—just about waist-high.

Another factor is distraction. A light source can draw attention to itself, and it can be glaring, even obnoxious. The bare bulb may be efficient, but it's not very pretty. And it is even more obnoxious from across the street or out on the sidewalk. The goal in control of your lighting system is to get good lighting without making a production out of it—this means a soft, diffused effect that still gives the needed brightness at that critical waist-high level.

Plan, in lighting your store, for rearranging displays. Don't tie yourself down to a rigid system that won't let you turn the whole thing upside down if you feel like it. Make sure, in other words, that you control the lights and they don't control you.

Light in the Daytime

Most stores need their lights all the time the store is open. Turning off your system when the sun is shining is a false economy, since you're paying for your lights whether they're burning or not. In fact, it is quite likely that you need bright lights *more* when the sun is shining than at night, and this should be planned for in your system.

The first reason for this concerns your windows, assuming that your windows are big and look right onto your sales floor in the common pattern. (If your windows are small, or are "display" windows like department stores, then you know you have to turn on the lights during the day because you can't read this if you don't.) Big expanses of glass mean reflections, often to the point where every woman walking by uses your big traffic-stopping window as a mirror and doesn't even see what's on display.

There's a cure for this, however. Enough light on the vertical surfaces behind that window will eliminate or greatly reduce the reflecting qualities of the glass—by matching the intensity of the reflections—and will let street traffic look into your store. Provide for this light with valance lighting.

Another reason for bright lights in the daytime is practical psychology—as practical as your favorite sales-closing pitch. The dimly-lit store is uncomfortable for people coming in off the bright street. They *do* see spots in front of their eyes, and they *don't* see much else for several moments. Your best and heartiest smile and greeting may be wasted on a lady who can't even see you, though you may see her quite well indeed. And, often, once her eyes have adjusted to the dimness, you may find it necessary to trot her right up by the windows to look at a white appliance in the sunlight, which means she has to readjust again. And part of an effective sales pitch may go right by her meanwhile.

Lighting in a Nutshell

Here—in 108 words and 30 seconds reading time—are the principles of store lighting. You won't be an expert after you've read them, nor even after you've read the 2900 words in this complete article on lighting. But you will know what can be done with lighting and you'll have an excellent idea on how to get started on re-lighting your own store. Here's what you should remember from this article:

You want:

Professional help in layout.

At least 50 foot-candles of general illumination, preferably 100.

Valance lighting to double this on walls.

Spotlighting to feature at least one item in each line, your windows, your specials.

Work area lighting to 75-100 foot-candles.

You should carefully consider:

Which "white" fluorescent lamp you want to use and know its effects.

A luminous ceiling installation, particularly if you have high ceilings.

A "super system" with general illumination to 200 foot candles—a real traffic-getter

You do not want:

A bare-lamp installation of any kind.

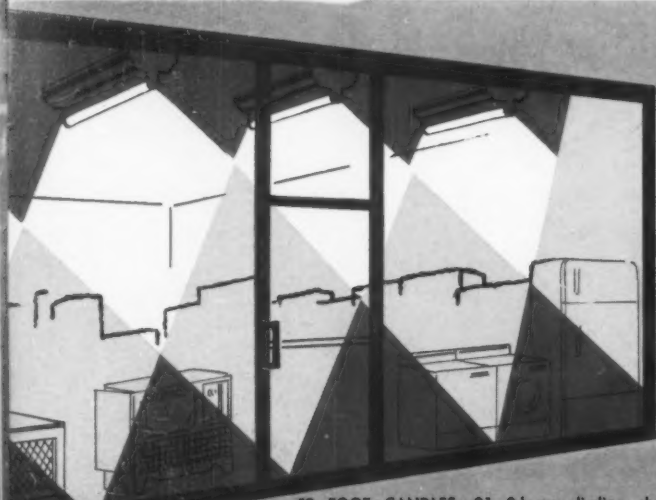
Glare and reflections from your lights.

Any skimping on light output to cut costs.

Getting the Job Done

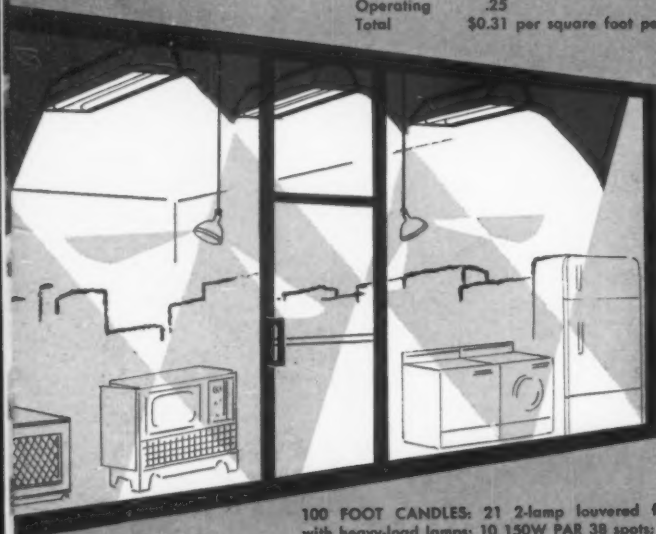
Assuming that the figures and ideas presented here are convincing enough to stimulate some thinking about modernizing your store's lighting, what's the next step? How does a small merchant go about finding the talent to design for his needs

MORE ▶



50 FOOT CANDLES: 21 2-lamp slimline channels. Rows 10-ft. on centers.

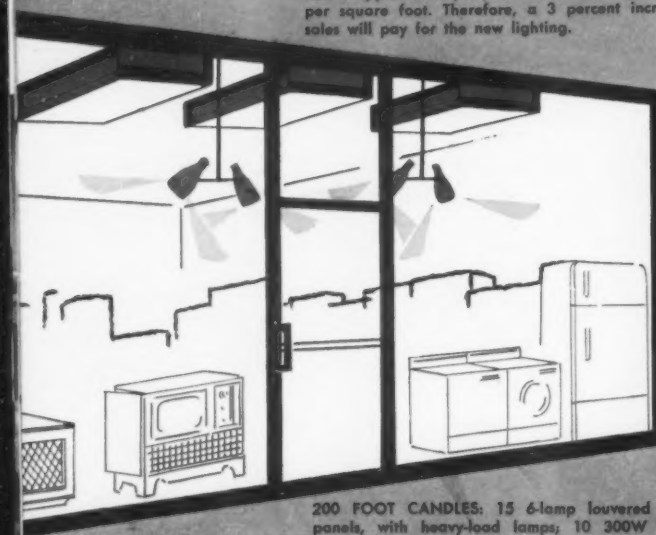
COST:		
Owning	\$0.06	
Operating	.25	
Total	\$0.31	per square foot per year



100 FOOT CANDLES: 21 2-lamp louvered fixtures, with heavy-load lamps; 10 150W PAR 38 spots; 2-lamp slimline valances for wall lighting.

COST:	Main	Spots	Valance
Owning	\$0.13	.02	.04
Operating	.69	.11	.17
Total, each	\$0.82	.13	.21
	\$1.16 per square foot per year.		

BREAK-EVEN: Increase over 50 fc system is 85 cents. This is approximately 3 percent of the \$25 gross return per square foot. Therefore, a 3 percent increase in sales will pay for the new lighting.



200 FOOT CANDLES: 15 6-lamp louvered floating panels, with heavy-load lamps; 10 300W PAR 56 lamps; 2-lamp slimline valances for wall lighting.

COST:	Main	Spots	Valance
Owning	\$0.19	.03	.04
Operating	1.42	.22	.17
Total, each	\$1.61	.25	.21
	\$2.07 per square foot per year.		

BREAK-EVEN: Increase over 50 fc system is \$1.76, or 7 percent of the gross return of \$25 per square foot. A 7 percent increase in sales pays for the system.

The Brighter the Better

These three lighting schemes, and the arithmetic that goes with them, are based on the XYZ store, which is 30x60-ft. in size, has 10-ft. ceilings, does \$180,000 in sales a year, makes a 25 percent margin, and is strictly hypothetical. The cost figures shown are related to a \$25-per-square-foot gross return, and to a 10-year amortization period. Naturally, they are only very general average costs. However, the relative costs of the three lighting systems will remain approximately the same in most towns.

(Figures shown are total cost figures, and include installation, cleaning, power and lamp replacement. Month-to-month outlay may be figured by dividing operating costs by 12 and multiplying by the number of square feet involved.)

The first illustration shows a bright, though not fancy, ten-year-old set of fixtures that produce a 50-foot-candle brightness from channels on the ceiling. The unshielded lamps, however, are harsh, and to the eye seem to light most strongly the upper part of the sales room, and so draw attention away from the merchandise, where it should be. In the daylight, the windows make nice mirrors, due to the relative darkness behind them, and at night the lighting definitely glares. Total costs for this system come to about \$0.31 a square foot each year.

In the second set-up, a currently new standard is met. The lighting level at appliance height is 100-foot-candles and definitely improves the ease with which features may be seen and demonstrated. The valance lighting makes it easier for passing traffic to see past the reflections on the windows, and in combination with the spotlights, gives the store a bright, busy, prosperous appearance. At night, the shielded lamps provide bright but diffused lighting, and the high level spills out into the street to attract attention. This system can pay for itself with a three percent increase in sales.

The third illustration shows a "super system" that reaches a 200-foot candle general level. Light like this can compete with all but the very brightest of window reflections, and thus, take your sales floor right out on the sidewalk. Passers-by get a full view of the interior, rain or shine, night or day. The transition from outside to inside is made easily, with little wait for the eyes to adjust. Properly-handled systems like this one give a definite impression of prosperity, and under this lighting, almost any product appliance men sell looks good, the single possible exception being a TV picture. At night, 200 foot candles are more impressive than in the day, and attract traffic from extraordinary distances. Though this level is not common in retail stores, some big-town retailers and office buildings are approaching it with good results. Lighting engineers think that it will not take long for this level of light to become general in use.

at a price he can afford? And what are the dangers involved in approaching a re-lighting job?

There are, fortunately, some simple steps to take in this direction that can practically assure satisfaction. First, a talk with the local utility's lighting division is indicated. Many utilities maintain regular departments that offer lighting layout services at no cost, or at minimum costs. If the utility has no such service, the man you talk to will certainly have some recommendations.

Get An Expert's Advice

If you know a wiring contractor, who is also a lighting specialist, his recommendations are worth investigating, though you must remember to weigh them against a possible eagerness to get the job. The same caution goes for fixture manufacturers' representatives, many of whom have much practical experience in lighting, as well as having had formal training by their employers. Naturally, you can expect a certain bias toward fixtures of the type they sell, but outside of that, fixture men often can be of much help.

After talking to people in all three of these categories, you should have a pretty good idea of what you need, and if you're confident that you can in turn communicate this to a contractor, and get the right kind of a job, start looking for bids. If, however, the job is fairly big, or there may be complications, your best bet is to find a qualified consultant—again through leads from your contacts—who will act more or less like an architect. This, of course, involves an extra fee, but the man will earn his money.

When you go out to talk lighting, take along a blueprint of the building, a wiring diagram, a description of the service entrances, and a store floor plan. With these tools, any qualified man can start to make an appraisal. Lacking the prints and the wiring diagram, make a floor plan to scale, and show all the present fixtures on it. On your floor plan, or on an overlay, show how your merchandise is lined up. This is the time, incidentally, to plan any changes in that direction and make allowances for them.

Buy your lighting the way you buy your merchandise—shop for it, and get it in writing. Be sure to budget a little high, because you can expect extras. Some of these you will want; others will be dictated by your building—it is not always possible to estimate wiring costs accurately in older structures, for example. The best way is to ask for bids based on layouts and blueprints furnished you by your consultant.

Lighting Isn't Very Technical

It is possible to discuss intelligently almost any lighting job in non-technical terms if you know what you want. Light-

(continued on page 86)

Why Modernize Your Record Keeping?

✓ Because what looks like insane price competition more often is shrewd merchandising based on sales analysis you haven't begun yet. . .

✓ Because a competitor who knows his costs and his controls can whip one who doesn't . . .

✓ Because competition is getting information quicker, more accurately and in greater detail

By JAMES J. CASSIDY

MODERNIZATION of record keeping can be viewed as just one step in cutting one percent of administrative cost out of an operation—or, like any other single function or detail of the business, it can be seen as the horseshoe nail that heads off the loss of the kingdom.

In the typical dealership, the selling—the front of the store—may appear razor sharp. Meanwhile the back of the store, which is supposed to be developing the systems, the procedures, the forms, the controls, the efficiencies that milk profit from a competitive modern operation, is actually devolving a creeping cancer.

Perhaps you don't need to take a look at your records management. If you are a momma-poppa store with three major pieces on display in the living room-showroom, and can put a \$50 bill on the kitchen table when you sell one, maybe not. But if you're bigger, and growing, you've probably reached that volume point where it takes two functions to stay in business: somebody has to run the sales; and somebody has to run the business.

Have you the records, the systems, the equipment to help answer questions like these:

- How much business must you do in this fourth quarter to offset losses of air conditioning volume in the second or third?
- How many pieces of \$300 hi-fi must you sell this Christmas to offset a surge in low profit portable TV?

- Should you rent or own your trucks?
- Which salesman is giving away more of the profit?; what's his average gross margin for 25 sales?
- Are you doing too much business on too little capital?
- Do your expenses include a salary for you? Conversely, are you tapping the business for too much personal salary for the volume you are doing?
- Did you really save money in replacing an \$80 records clerk with a posting machine that takes a \$125 girl to operate?
- Do you know how much business you've got to do at 35 percent to soften the 18 and 20 percent deals you're taking today?
- Do you know what your turnover is? Could you lay out a plan for increasing it by one more turn?
- Should your cash register tell you more than it does?; your adding machine? Can you afford a calculator instead?

A Record Is a Road Map

A record, like a map, tells you where you are, where you've been, and where you're going—if it is a good record. If there's to be any planning in the operation at all, there must be records, even if they're doodles on scraps of paper.

They're vital in four areas of merchandising: in sales budgeting; in sales forecasting; in buying; and in inventory control.

MORE▶



WHY MODERNIZE YOUR RECORD KEEPING?

CONTINUED

They're vital to the functions rendered by your accountant: preparation of financial reports, balance sheets, profit and loss statements, tax returns and expense budgets.

These latter figures are best prepared and interpreted by the hired specialist—the accountant—whose knowledge is greater and more oriented to money and business in general. You get your money's worth from him when he does interpret and does suggest improvement. You do not get your money out of his services if you rely on him to do the records gathering work a \$50-a-week bookkeeper should be doing regularly or that you should direct yourself. He can't do your clerical work at \$50 a day and save you money too.

The former figures—those which deal specifically with appliance merchandising—are your domain. You can rely on the accountant to carry the ball in the money end; he relies on you to carry it in the merchandising end.

Why Modernize?

A complete overhaul of record keeping is being dictated by the quickening pace of trends in the business. Margins are shorter than they were five years ago. Tighter control is demanded to keep costs down. Dealers are buying less, but more often than they bought before. Faster buying and faster turnover demand more and better records.

How modern are yours? Can they tell you right now whether your direct sales cost, your advertising cost and your rent together total less than 12 percent?

These three figures form one of the most used cost controls in the business today. Like the force triangle from physics, no one of the three figures can increase without a decrease in the other two—or the triangle breaks and so does control of the three most fundamental costs in the appliance operation.

Another challenge. Can you follow him and relate his figures to yours when Steve Masters of the classic discount house says in a speech that he operates with a 12 percent overhead. Is yours double that? Could you launch a program to cut an incredible 50 percent from your overhead expenses?

Are you taken in by the myth of the mass merchant competitor who operates for a \$5 bill on a \$100 TV sale? Or do you put the \$5 bill deals in their proper perspective and realize that the number is carefully calculated and ruthlessly dictated by detailed and intricate sales records.

Those same records dictate that every time a piece goes out at 5 percent, another piece has to go out at the same 25 to 30 percent you've got to get. It may look like they're beating you with price. Actually

Today's business machines are fast, accurate . . . and glamorous. But before you buy one ask yourself. . . .

Will it Pay for Itself

Today's business machines can perform miracles.

But they can't do it for every dealer.

That's why salesmen of the big, nationally-branded manufacturers of equipment will ask you to qualify yourself before they attempt to sell you a machine. Remember:

Systems solve problems; machines don't. Machines can only help a system work. The salesman should first sell the system, then the machine to help.

Machines are fast but do you need speed? Machines supply more detail in less time than you might think possible. But speed is valuable only if action must be fast. Time and labor savings are valuable only if the savings are used.

Any machine can cost more than it saves.

Don't buy what you don't need. The Small Business Administration says: "In this area (office machinery), office management's original sin derives from indiscriminate enthusiasm for modernization. . . . Don't be too excited by a machine's versatility or special features. They may be superfluous to your operation, but you will pay for them regardless. . . . You should be able to recoup the cost of the machine in savings over a time equal to one-fourth the life of the machine. . . . In considering machines, remember hidden costs: labor, printed forms,

operating supplies, maintenance, depreciation (or rental costs), interest on your investment, space."

The Adding Machine

There are two types: a) mechanical, dial types, used with a stylus. These are small as a cribbage board. Do fairly complex addition and subtraction, but don't remember and don't print. b) Standard adding machines. Manual models are cheaper, slower. Electrics operate automatically. Both are as common in appliance operations as telephones. Two basic styles: 10-key model and full keyboard model. Both print on tape; some show results in dials. Some have carriages, which put them near bookkeeping machine class.

The Calculator

Manual and electric; 10-key or full keyboard; may or may not print. Much faster at extracting percentages and in extending of inventory since they multiply and divide. Step-up features include dialed entries, extra keyboard, repeater keys, two color printing on tape, coded and departmental keying.

The Accounting Machine

Expensive. Those shown in dealership on page 62 run \$4,000 to \$6,000. A step-up from calculators since they print descriptive information for billing and sales analysis; sort figures into separate regis-

they're beating you with records. That's why you must modernize.

First Big Yard Stick

Force triangles and five dollar grosses are really smaller rings at a much bigger circus. That bigger circus is a knowledge of costs detailed enough to set up the controls for loss leader merchandising, which is another way of saying that the low margin goods must be averaged out by high margin goods in order to produce average desired margin. Are your records modern enough to produce sufficient cost information to permit you to operate that way?

Dealers we contacted suggested there are two quick tests to determine whether your record keeping is even beginning to get modern. First: do you know your breakeven point? Second: can you pull out of your records those dozen costs into which NARDA annually breaks down the costs of operation of an appliance dealership?

A breakdown of his own costs is fundamental to any dealer desiring to set up

expense controls for his operation. NARDA's costs, whether the dealer feels they are typical or not, make up the only yard stick that exists for him.

Why wouldn't they be typical? Because the NARDA figures are only guides. They are averages of many high and many low figures. But it is not important that Dealer A's 1957 figures were better or worse than the NARDA average ratios. What is important is: how did Dealer A's 1957 figures stack up against his own 1956 figures and what is he doing in 1958 to show improvement within his own line up of cost figures?

Even the purest of NARDA dealers admit their figures vary from the national norm. Sometimes they'll vary greatly. That is not important, they say. What is most important is to know *why*—to know the reasons why their own figures differ, whether the difference is bad, and whether a control has been set up to improve it.

Extracting NARDA's cost of doing business ratios, to mirror your own costs, can be the crudest expose of the weaknesses of records management. Extracting them

ters for totaling by department or by other cuts. Simplest models offer bank of date and symbol keys; sub-total versatility; large carriage for multi-columns or multi-form printing and posting.

Bigger machines should be used for "programming" a pre-determined routine, for instance, entering one figure, multiplying by a second, add a third, compute a percentage of the total and subtract from a previous total, all while stopping at various points for entry of descriptive non-add information. Some can do payroll, accounts receivable, inventory and other functions with interchange of variety of control bars.

Salesmen will qualify user by judging number of accounts, total records handled, combinations which can be used, speed required, detail required, total volume, amount of time per day machine can be used, percent of machine's versatility user can enjoy.

Punch Card System

Such machines or their services are available from leading equipment makers but have small practical application in appliance business where ticket is big, unit volume small, where price is negotiated and paper is sold. Cost runs to hundreds of dollars per day. Application in small business is still to be developed.

Peg Boards

One-write accounting and bookkeeping systems, don't do the figuring but do permit rapid handling of small bookkeeping functions. They're inexpensive. Forms slip over pegs at tops and sides of writing board. Carbon is pre-attached

to forms only at points where information need be repeated on under forms.

Other one-write systems are no board, but a multi-ring binder; also available for use in typewriters.

Dictating Machines

May be particularly useful in an operation which depends on small clerical staff which handles many duties. Dealer may dictate into machine while typist is performing other necessary jobs; and have her concentrate correspondence duties into period which does not disrupt other essential routines. Systems come in two-piece (one dictating-one transcribing) machines or one-piece, where same machine is passed on to transcriber who plays back by reversing machine as in tape recorder. Latter type much less expensive.

The Cash Register

Its functions range from fundamental making of change and indicating amount of sale to some of the jobs calculators and bookkeeping machines do. Middle-of-the-line registers in the \$600 to \$800 bracket departmentalize the sale by product, by salesman, by type of transaction; keep and print desired subtotals; add coding, costing, signalling keys for describing sales insertions; post ledger cards, subtract payments, and bring new balances. Some systems insist written sales slips be rung and imprinted by the register to certify entries and prevent alteration of hand written figures.

The Sales Form Register

These are among most common pieces of equipment in appliance

selling, store third copy of every transaction written (some automatically, others by crank or by hand) in case originals are lost, mislaid or altered. Stores' systems vary from requiring that all sales be written on one central machine, to issuing portable models to each man for personal use. Some systems standardize on color and size of form and machines; others purposely de-standardize, requiring various departments to use own identifying form, color, or size—and similarly key the subsequent form handling systems which follow the sale.

Filing Equipment

In appliance stores this varies from the 3 x 5 card tray on the desk to the corrugated transfer file of 15-year-old records in the basement. Most modern methods in use at dealer level today feature the "visible-vertical" systems designed to keep very active records quickly accessible. Chief among latter are flat transparent edge card-holder pockets which keep permanently visible the information on card edge. In perpetual inventories, most popular addition is the colored plastic signal tab which tells, for instance, which six of 50 cards in a flat tray are active.

Other systems which keep the accent on the visual include standup cards in trays, tubs; flat cards and strip pages in multi-ring binders; cards on wheel arrangements.

Old-fashioned files for permanent, non-active records, are now redesigned to fit more exactly the sizes of the records kept, eliminating air space in drawers and increasing capacity of given record storage space.

Copying and Duplicating Systems

Copying processes usually infer a small number of copies are needed; duplicating process (such as mimeograph), infers dozens to thousands of copies.

Seven so-called copying processes eliminate preparation of special masters or stencils; use direct exposure to originals instead. Systems vary in that one won't pick up blues of a letter head, another yellows, a third takes white bond only, etc. Systems include:thermofax, verifax, photocopy, electrofax, diazo, facsimilie, xerography.

Duplicating processes require preparation of masters in some form: stencils, rubber or metal type, for instance. Some apply only to larger job printing needs. Six types include: gelatin (like ditto), stencil (like mimeograph), relief, spirit, offset and the "special liquid" processes: azograph, chemograph and transograph.

Intercom Systems

Of four common types of intercom systems (direct-line, switchboard, "wireless" radio), direct-line is most found in appliance operations. System connects office with service department, warehouse, sales floor, or any number of stations up to about 20. Above 20, systems usually demand switchboards. Features offered in smaller systems include: automatic busy signals, automatic ringing, "locking out" of incoming calls when station is busy, "remembering"—putting through of waiting call automatically when station completes previous call. Additional equipment permits plugging in of public address, paging, radio, etc.

can set you off on the deepest soul searching of your expenses you've ever faced up to. It's the first acid test of your records.

Do You Know Your Break-even

Until Dealer A has these fundamental costs he can't really begin to talk about break-even points. Figuring break-even demands further refinements of basic costs. (See July 1958 EM for a more detailed discussion "How to Figure your Break-even Point" by Bill Davidson.) Costs must be broken down into fixed expense and variable expense—determined by whether or not they vary with sales volume. (Example: if your salesmen get a salary, "salesmen's compensation" cost is fixed; if they get a commission, it is variable.)

Next, variable expense total is divided by sales volume total to produce "variable expense ratio."

Variable expense ratio is then subtracted from gross margin percentage, determining what is called "marginal income ratio."

Now go back and pick up the fixed expenses in dollars. Divide the marginal income ratio into the fixed expenses and the result is the break-even point in dollars.

There's a further acid test of record keeping and record management! His break-even—often, by the day—is one figure every mass merchandiser knows as well as his name. And he's constantly instituting controls to refigure it or to reduce it to determine his sales and his lows.

How Do You Improve Records

There's a lot of help available to a dealer interested in keeping better records. Some of it is advice; some of it equipment.

Often the major appliance manufacturer has sound counseling in the area of record keeping. Old timer dealers remember that Kelvinator once labored manfully in that vineyard, as did Crosley. Frigidaire has certain recommended standardizations modeled after the classic management services offered Chevrolet dealers in standardized accounting. NARDA

has a standard accounting system and related aids. Most manufacturers have made available some form of help. And some distributors have too. Check with them for sound advice.

The accountant is a key man. Have you a good one? How did you pick him? Can you do better? Are you doing your part to help him help you to maximum of his ability?

The Small Business Administration in Washington—or through branch offices in 53 major markets—is waiting to help. In a four-page pamphlet, (SBA-115F), SBA lists 233 management and technical publications which can help. Some are free; some cost a quarter. We found 25 which apply specifically to the records keeping the counting process area in retail. One of them "Cutting Office Costs in Small Plants" lists two pages of further sources of aid and advice. It includes the reminder to also try the libraries, local business schools and colleges, banks, Chambers of Commerce, suppliers, accounting associations, etc., in your own market.

MORE▶

WHY MODERNIZE YOUR RECORD KEEPING? (CONTINUED)

New Techniques Save Time and Money

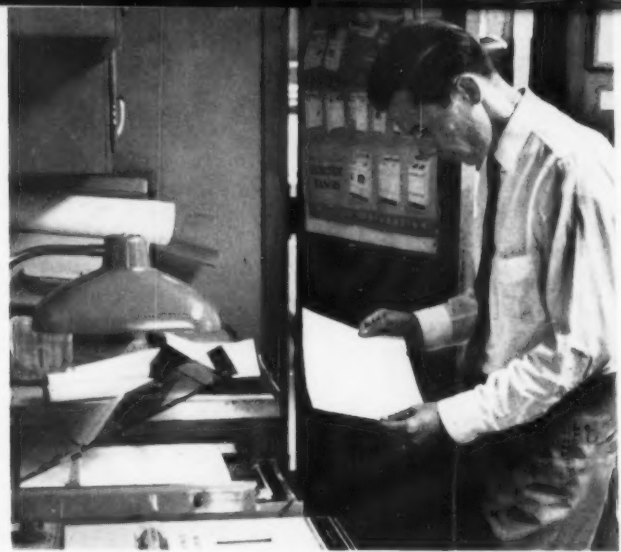
... and here's a quick sampling of what dealers are doing already in an effort to streamline their record keeping



Centralize Related Operations

One man handles all paperwork, customer contact and controls the bench and truck at Fulford's Colony Radio in Washington, D. C. Yet he never moves from this one desk. With right arm he operates switchboard for whole operation, answers service calls himself, writes and routes job-tickets for driver-service-

men (whom he controls by two-way radio). By using intercom he receives estimates on jobs from both white goods and TV shops, relays information to customer, then gives go-ahead to shop via intercom. Thus skilled technician continues working, isn't interrupted to discuss estimates with customer on phone.



Save Time With a Copying Machine

Copies of kitchen floor plans are produced on this Kodak Verifax Signet copier by Ted Gula, kitchen manager Justis Bros., Newport, Del. Use of machine eliminates time taken in making

copies of floor plan for various subcontractors. Instead of re-drawing plan each time, Gula now needs only to indicate on each contractor's copy the specifics which will affect his work.

NAME	PHONE
ADDRESS	DATE SOLD
MAKE	MODEL
POLICY \$	FROM
LABOR	PARTS
	TO

Design Your Own Forms For Your Own Needs

Five line rubber stamp is used to prepare small (2½ by 4 inch) cards for Wheeldex file at Fulford's Colony Radio, Washington. When on inventory wheel, only

model line is filled in. When unit is sold, inventory card moves to dispatcher's wheel, giving him fingertip information necessary to handle service calls.



Eliminate Unnecessary Routines

Simple switch to new ledger three times as wide as old one has slashed time-consuming clerical work for Henry Gaumont of Gaumont Bros., Lowell, Mass. Firm previously kept ledger by

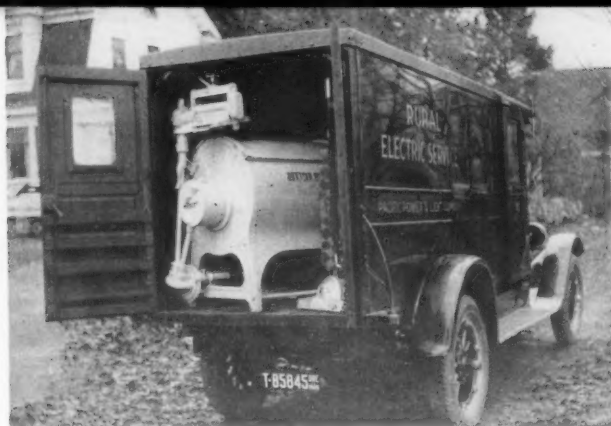
month and had to re-enter items each month. Gaumont now uses wide page, logs by quarters, does checking in wide columns ruled for each of the three month period.

Pick a Machine Which Eliminates Unnecessary Paper Work

Long carriage automatic accounting machine is used at Murray's in Paoli, Pa. Clerk is able to post three pertinent cross-file records at one time. In one operation she posts the sale to the product record file, to the salesman's commission file and

to the customer account file. This eliminates handling time, cuts routing time of original sales record, gets it to terminal file faster, speeds daily, weekly and monthly reporting in Murray's large and growing operation. *End*





Those Old Trucks Will Eat Up Your Profits

If you study your delivery costs carefully you'll discover how you can save money with an orderly truck replacement program

By JOHN A. RICHARDS

PART of your profits rides on wheels. The wheels are those of your cars and trucks. The profits are the savings which you can realize through proper operation of these vehicles.

In today's market, profitable operation may well turn on how effectively the dealer controls specific operating expenses. The impact that vehicle costs can have on a dealer's operating statement is apparent when one realizes that the average dealer has 2.47 trucks. Ninety-seven percent of all appliance dealers have at least one truck in their organization. It becomes readily apparent, then, that effective operation of vehicles is a problem common to almost every dealer in this industry.

These figures are based on an exhaustive survey being conducted by ELECTRICAL MERCHANDISING. Preliminary figures, (which represent tabulation of the first mailing only) show that 554 out of 594 dealers have at least one truck, that the 554 together own about 1400 vehicles and that these consist of 797 pickups, 335 panel, 139 vans and 96 others.

How efficiently are these vehicles being operated? There's no ready answer to that question but experts feel that most retailers (of all types) could do considerably more than they have done to date in managing their vehicles. The economics of fleet operation are as complicated as any other business science and for definite answers you'll probably want to check with authorities. Your accountant can come up with formulae for vehicle replacement and local truck dealers can provide considerable guidance. Obviously, the latter group will be attempting to sell vehicles, but

having discounted this bias, the individual dealer can profit considerably by talking with his local truck dealer. If you have enough vehicles, you might do well to subscribe to a business magazine which covers fleet operations (one of the best is a McGraw-Hill publication, *Fleet Owner*, price \$3 a year, address subscriptions to Circulation Manager, 330 W. 42nd St., New York 36, N. Y.).

Follow through on all these sources of information. In the meantime, you might use a check list like this to decide quickly whether or not your vehicle operations are being run in as business-like manner as they might be. Ask yourself, for instance:

- How modern are my trucks?
- Do I have a system for determining when to replace a vehicle?
- Do I have a check list of my own requirements which would assist me in picking out a new truck?
- Have I investigated two way radio or air conditioning for my trucks?
- Do my trucks serve as rolling salesmen for my firm? Do they give me a good name and reputation?
- Do I know enough about recent developments in trucks and accessories?

Here's how to go about answering those questions:

How Modern Are My Trucks? When Should They Be Replaced?

An exact answer to these questions depends on how exact your own records on trucking costs are. If these are adequate, you'll be able to use a formula like the one on the next page to determine when you should replace a given truck.

This formula is called the economic-evaluation method. It is only one of several which truckers use in maintaining their fleets. Some firms and governmental agencies use a so-called "fast-replacement" method which involves turning in vehicles before they need engine overhauls. For accounting reasons this system frequently finds favor. Still another system is hardly a system at all—it involves running the truck into the ground and then replacing it. Obviously the truck is operating at minimum efficiency for some time before it breaks down completely. Almost as bad is an arbitrary turn-in system. Somewhat better is a continual turn-in method, or a regular percentage turnover.

Quite obviously your ability to use some of these methods will depend on the records you keep. And since accounting practices are also involved in several of these methods, the dealer should go over the entire matter with his accountant. If your fleet is large enough to merit keeping detailed records, then you may want to adopt one of the mathematical formulas mentioned above. If you have only two or three vehicles you may choose some other system. The important point is that you do have a system for vehicle replacement. Don't let it depend on hearing an overwhelming pitch from a fast-talking truck salesman.

Also to be considered in answering the question of how modern your trucks are is the matter of product improvement. Today's trucks incorporate numerous features not found on earlier models. The utility of specific new features should be a guide in your decision to replace.

Finally, a decrepit looking truck may be a bad investment even if its operating costs are still in line. Trucks advertise your firm and it's only good business to keep your best foot forward. Good-looking, up-to-date trucks give the impression of an efficiently run business. That's an impression you should be striving to create

(continued on page 66)



NEW! **RONSON ROTO-SHINE** **ELECTRIC SHOE POLISHER!**

The Christmas gift for every family...and a sales builder to boot... a shining new star in the famous Ronson line of fine quality products! Now, for the first time, an electric shoe polisher that does all the work you used to do! Cleans shoes and buffs them, too. Ronson offers two brush wheels, one to spread the black polish and one to spread the brown polish that come with the set. And a separate buffing wheel that quickly clicks into place to bring shoes to a high shine.

Designed for home or office, it makes an appealing Christmas gift for Moms, Dads, youngsters... anyone with shoes to shine.

Ask About Ronson's Liberal Co-op Advertising Plan For Dealers.

RONSON

MAKER OF THE WORLD'S GREATEST LIGHTERS, ELECTRIC SHAVERS AND HAIR DRYERS

Hurry! Place your order now and enjoy the extra Christmas sales that Ronson's major advertising campaign will bring.



Kit includes: Shoe polisher, buffer & 5 extra pads, brown brush, black brush, tube of brown polish, tube of black polish.

Suggested Retail Price \$19.95

NEW FREE BOOKLET

*tells how
Hertz Truck Leasing
frees your capital
investment in trucks!*

Just put your name and address on the back of the postage-free card below. Tear it out. Mail it to us today. And you'll get your free copy of this new Hertz Truck Lease booklet—right away. It's all questions and answers—one right after another. Clear-cut answers on how to free your frozen capital. On how to stop trucking headaches of all kinds, whether you operate one truck or one hundred. Why not send for this new Hertz booklet? It doesn't cost you a penny. There's no obligation. Do it now!



TEAR OUT AND MAIL CARD TODAY FOR FREE BOOKLET!

No
Postage Stamp
Necessary
If Mailed in the
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Gentlemen:

Please send me a free copy of your new question-and-answer booklet on the many advantages of Hertz Truck Lease Service. I understand there is no obligation. We presently own and/or operate _____ trucks.

Name _____

Position _____

Firm _____

Address _____

City _____ State _____

Most experienced...by far
HERTZ
Truck lease service

SYLVANIA TV

PROMOTION OF THE MONTH FOR

Christmas



Offer this fabulous

OPERATION .049

Land-Sea Air kit!

A complete triple-action kit—
Contains:

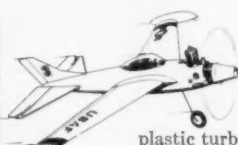
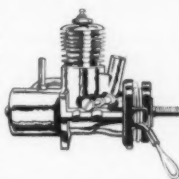
-  TURBOJET AIRPLANE,
-  AQUAMITE SPEEDBOAT,
-  AUTOMITE RACER,

plus— interchangeable gasoline engine, starter battery, fuel and all accessories!— The very latest in realism and action!



FREE to every customer purchasing SYLVANIA TV with HaloLight

The AUTOMATIC START-ER Engine— just pull the cable and release it and this amazing gasoline engine roars to life and turns over 18,500 RPM. Interchanges easily from airplane to auto racer to speed boat!



The TURBO-JET Air-plane
— Flies 35 miles per hour—

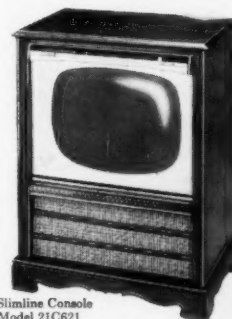
The realistic plastic turbojet with swept-wing design roars into the air and does loops, stunts and acrobatics— easily guided by 15-foot control line!

The AQUAMITE Speed Boat— Simply switch the powerful automatic starter engine into the sleek 12" aquamite speed boat and watch it skim across the water at better than 12 knots!

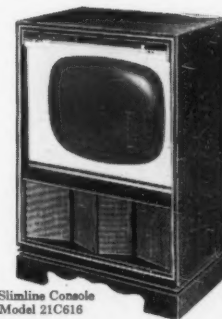


The AUTOMITE Racer— Now, transfer the

amazing cyclomatic engine to this realistic Indianapolis racing car complete with stacks, rubber tires and driver. It will roar down straightaways or in a circle at better than 35 MPH!



Slimline Console Model 21C621



Slimline Console Model 21C616

HaloLight® the only EYE comfort feature in TV today. HaloLight—the soft frame of surround light that's kinder to your eyes, sets SYLVANIA TV apart from all others. Your customers will appreciate how it banishes harsh contrast and makes the picture appear larger, sharper and clearer.

21" overall diagonal, 26 1/2" sq. in. viewable picture

Contact your SYLVANIA Distributor NOW!

Tie in with the most sensational Christmas Promotion in Television!

OLD TRUCKS WILL EAT UP YOUR PROFITS CONTINUED

among your customers all the time.

The editors of *Fleet Owner* have several specific suggestions for planning a replacement program. They suggest (1) maintaining complete financial records on all equipment; (2) evaluating each vehicle at least once a year; (3) making replacement a team operation by getting the views of drivers, servicemen, accountants, etc.; (4) working out a system best suited to your needs; and (5) keeping close check on how your system works in practice as well as theory.

Do I Know My Own Requirements?

Every dealer who owns trucks should maintain a simple check list of what he expects from his truck. It will be useful in planning new purchases and in making sure that equipment you already own is still suitable for use if the nature of your operation changes.

A simple check list might read like this:

- What will the vehicle haul—majors, TV or only small items?

- Will it be used for both delivery and service?

- Will it haul locally or will it be used on longer runs?

- Would a specialized truck serve my purposes better than a conventional, commercial type?

- Do my vehicles reduce driving fatigue?

- Are my vehicles efficient and do they incorporate modern loading and unloading features?

What About Two-way Radio?

Two-way radio contact between service trucks and the home office is viewed by Steve Mihalic, manager of product service of General Electric's TV department, as one of the coming significant developments in service modernization. Others agree with Mihalic that such efficient systems are essential for better records and

tight inventory control on trucks, so that the percentage of completed field calls is stepped up sharply.

The cost of two-way radio is regarded as too steep for the ordinary servicing dealer, but ELECTRICAL MERCHANDISING is here presenting what thinking and planning are involved for any dealer seeking to get the jump in this field. Here again is a thumbnail review of a *Fleet Owner* survey for management to determine if two-way radio can cut costs and improve service.

Five different systems are available for use. (1) Two-way radio, for operations from 25 to 40 miles, involves a base station, with transmitter, receiver, control unit, microphone tower, and coaxial transmission line between transmitter and receiver and the antenna, plus a mobile unit, with receiver, speaker, transmitter, antenna, control unit, and cradle with telephone hand set. (2) To have extended telephone on this service, a radio receiver and transmitter, selective signalling device, and telephone instrument, all owned and charged for monthly by the telephone company is added. (3) A third variation is a one-way signal, requiring a small radio receiver in a mobile unit, through which a telephone operator relays a signal

When Should You Replace a Truck?

There are a number of systems which can be used in making such a decision. One of the most precise—and complicated—is this "economic-evaluation" method. If your records are complete enough, here's how you can use this system.

STEP 1 $A+B+C=D$

A is disposal value of old vehicle
B is operating costs last year
C is operating costs next year
D is the old vehicle factor to be used in Step 5 below

STEP 2 $X+Y=Z$

X is cost of new vehicle
Y is expected operating cost next year
Z is your new vehicle factor to be used in Step 6 below

STEP 3 $M+N=P$

M is expected increased revenue from new vehicle
N is estimated dollar value of downtime of old vehicle next year
P is service factor to be used in Step 5 below

STEP 4 $(X-A) \cdot .03=I$

I is interest lost on capital invested in new vehicle to be used in Step 5 below

STEP 5 $D+P+I=R$

R is old vehicle cost factor to be used in Step 6 below

STEP 6 $Z-R=T$

If T is a minus value you should replace old vehicle. The amount by which T is positive should help determine cost of replacing now.

Do You Know What's New In Trucks And Accessories?

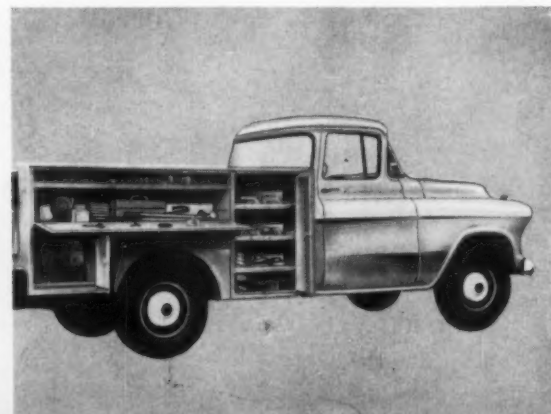


New in pickup trucks is this 1959 Ford Ranchero which combines company's current trends in car styling with truck utility for use of dealer in prestige delivery work.

New in panel delivery trucks is this Jeep. Chassis is manufactured by Willys and bodies are available from either Montpelier Mfg. Co. or Boyertown Auto Body Works. Interior is 80 inches long, 63 wide, 60 high.



Here is a pair of "magic stowaway" units for each side of one-half ton truck; cost \$136. For a one ton truck the cost is \$165. Neither figure includes mounting or painting. Manufacturer is Reading Body Works, Reading, Pa.



so the driver can then telephone headquarters. This is telephone equipment, charged for monthly. (4) A fourth, and less expensive system than two-way radio with extended telephone, is an answering service in which mobile units are equipped with receiving and transmitting instruments. From a central point messages can be relayed from truck to office, but originators and recipients never are in direct communication. (5) The final method is a paging service in which subscribers are equipped with small pocket receivers and paging service headquarters contacts them on call signal numbers when paged. The message recipient must then call his office.

What Does Radio Cost?

Here is some idea of cost. For a 60-watt transmitter, \$875; a remote, \$1,300. For a local control 250-watt transmitter, \$2,200; a remote, \$2,500. Combination receiving and transmitting mobile unit, \$400 to \$600. Normal installations of mobile units, about \$25; special, \$40 to \$50. Fixed station unit installations, about \$100. Cost of maintaining a base station, unlimited on 24-hour basis, about \$20 to \$30.

Thus a dealer can readily see that minimum investment, for base station trans-

mitter and mobile station receiving-transmitter unit, would be \$1,500. Other necessary equipment might vary. For instance, antenna cost for a dealer locating his base station on a high point would be less than one in a valley, because the latter might have to go as high as \$1,000 for an antenna tower. One consideration is that a dealer might want to pool with another operator, thus cutting down or sharing the cost of operating the system.

Two-way radio systems have been able to give 20 percent more work per vehicle, improve scheduling of pickups, deliveries, and service calls, and provide other benefits in the form of prestige and public relations. Users of two-way radio systems have also found that the system generally pays for itself in about two years, even though there is no shortcut around a heavy initial expenditure for the whole system.

Is Air Conditioning Necessary?

Compared to buying new vehicles or equipping them with expensive two-way radio systems, matters like air conditioning vehicles, keeping them clean or painting them the right color seem small and insignificant. But air conditioning, for instance, is important to the distributor

or the chain store operator who has men on the road constantly in hot, humid weather.

There's no question that a comfortable employee, whether selling or servicing, is going to give a full day's work.

Do My Trucks Make a Good Impression?

Sloppy rolling equipment can downgrade a store's personality faster than anything else. By the same token, spotless trucks enhance a store's operating dignity and its sales. Take a check on your truck washing habits. How often do you wash them? Do you do them yourself or farm out the work, and which way is most economical? If you can't schedule a new purchase, when was the last time you painted your trucks? What is the cheapest and best way to repaint? These are questions you should be able to answer.

The same holds true about color design and use in trucks. Colors should be used to contrast but not to dazzle. Light and dark, weak and strong, warm and cool colors complement each other. Letters should contrast, should be readable and should be simple. They should not overpower the vehicle, but should get across a simple message quickly. *End*



New in pickup trucks is this Chevrolet Custom Fleetside available in 13 models of one-half, three-quarter and one-ton ratings with full-width cargo box or in "stepside" models with running boards and fenders.



New in panel trucks is this lightweight "Metro-Mite" by Metropolitan Body Co., a division of International Harvester. It has carrying capacity of 1000 pounds, is priced at \$2,050 FOB Bridgeport, Conn. (taxes extra).



New in panel trucks is this 1959 155-cubic foot load compartment Dodge panel truck. Large double wall doors open full-width; step-type rear bumper assists loading and unloading. Payload capacity is 1,675 pounds.



New in panel delivery trucks is this Volkswagen which costs \$1845 FOB, New York. Also available in Volkswagen line is its "combi" station wagon at \$1955 without seats. Extra split seat is \$55 additional.



Lift gates by Anthony Co., Streator, Ill., are available in a number of sizes. A 1200-pound capacity costs about \$700 installed; 2000-pound unit costs \$950, 3000-pound is \$1030 and 4000-pound is \$1225.



New in package wagons are these three-quarter and one ton GMC units. Price for fully-equipped smaller unit is \$3600 to \$3700 and prices vary downward. Price for similar one ton unit is \$3900 and varies downward.

FRIGIDAIRE LAUNCHES DAYTIME TV'S GREATEST APPLIANCE CAMPAIGN

5 top NBC-TV stars tell millions of women to:

"See it now at your



JAN MURRAY on "TREASURE HUNT"

... rewards quick thinking contestant couples with big loot (and many booby prizes) on this popular, morning "give away" quiz. Twice a week, Jan Murray will talk to 4,000,000 Frigidaire Prospects!

A 52-week Network-TV campaign reaching more women, more often, more regularly than any other appliance advertising in sight!

Here's how the Frigidaire dealer begins the new year with a flying start! For here's a tremendous campaign beamed right at his hottest prospects—the women who will be in the market for appliances this year! It's a campaign right on target! And Frigidaire is on the daytime shows all women want most—proved by results to draw the most viewers. Here's a great new winning combination—great new Frigidaire products—and a TV campaign that will really demonstrate and sell!



FRIGIDAIRE ADVANCED



Backed by
General Motors



BILL CULLEN on "THE PRICE IS RIGHT"
... leads the most fabulous auctions ever as contestants bid for prizes, and millions of home viewers try their luck, too! On No. 1 Daytime Show, Bill Cullen will sell Frigidaire every week to 4,500,000 prospects.



ANN FLOOD on "FROM THESE ROOTS"
... plays in a heart warming serial drama based on the lives of real people in a typically American small town. Every week, "FROM THESE ROOTS" will carry the Frigidaire product story into 3,000,000 homes.

Frigidaire Dealer's!"



BERT PARKS on "COUNTY FAIR"
... brings a brand new sparkle to daytime TV free-wheeling with this sure-fire combination of music, fun, and top-notch entertainment! Twice a week, Bert Parks will sell Frigidaire to 3,750,000 prospects.



HUGH DOWNS on "CONCENTRATION"
... tests the concentration of studio contestants ... and home viewers alike ... in a new version of a favorite old game. Prizes galore! Every Tuesday, Hugh Downs will tell the Frigidaire story to 3,000,000 prospects.

APPLIANCES DESIGNED WITH YOU IN MIND • CAMPAIGNS DESIGNED TO SELL

Today, it costs far too much to move merchandise from the factory into the home. For tomorrow's market, better materials handling methods must be developed to match new manufacturing and marketing techniques.

Already, factories have made great strides in this direction. Distributors, too, are streamlining their warehousing techniques.

What they've done already—and what they're planning to do tomorrow—will have a dramatic effect on the dealer's own operation. For the entire industry, these techniques are proof that...

Handling Costs Can Be Reduced . . .

By HOWARD J. EMERSON

MODERNIZING the methods of moving appliances and television from the production line to the homes of consumers offers the industry one of its biggest opportunities to further lower the cost of its goods to the consumers. And only by taking advantage of the many opportunities to improve materials handling can the physical costs of moving goods become compatible with the savings the industry has offered the consumer through mass production and mass merchandising.

Already, appliance and television factories in their post-war expansions have become models of low cost handling. At distributor and dealer levels the progress in lowering materials handling costs has been slower. But even here, particularly at distributor level, it has been recognized that modernization of the methods of re-

ceiving, warehousing, product control, and shipping must be accomplished.

Dealers have a big stake in any efforts made to modernize handling, but their need is not as imperative at the moment as that of the distributor and factory branch. ELECTRICAL MERCHANDISING studied the materials handling at several of the distributor and factory branches in the San Francisco-Oakland metropolitan area. From this study came evidence, as seen in accompanying photographs made at an independent distributor, a factory owned distributor and a factory controlled branch, that modernization in materials handling is well underway. From distributor executives came evidence that the next few years will see an increased interest in methods of reducing the costs of handling goods. Consensus of distributor thinking shows that while the reward

in dollars and cents that comes from modernization is welcome, it is not the only reason distributors will pay attention to handling costs and techniques. They feel modern materials handling can be:

- The independent distributor's life saver in his battle to keep his suppliers from turning to factory owned branches.
- The existing factory branch's chance to keep its existence as a full functioning distributor.
- For the individual independent or factory branch, a competitive advantage in getting and keeping a dealer's business when price and service are a factor.

For those reasons, many distributors already have gone a long way in modernizing their receiving, warehousing, and shipping in spite of the many problems that face them. How they have done it, is analyzed on these pages.



Biggest single improvement in distributor warehousing techniques is use of power lift trucks which save hours in unloading cars at warehouses like this one belonging to the W. J. Lancaster Co., San Francisco.

IN RECEIVING . . .

It's Handled Quickly in Today's Warehouses. . .

THREE, four, five carloads a day—200, 300, maybe 500 appliances and television outside the big steel doors “wanting in”. The distributor's daily problems and his costs start.

In receiving goods, some problems are as simple as how to get on and off the car without damaging either men, machines or products. Others involve whether to invest \$8,000-\$10,000 in a lift truck to handle three-high stacked automatic washers.

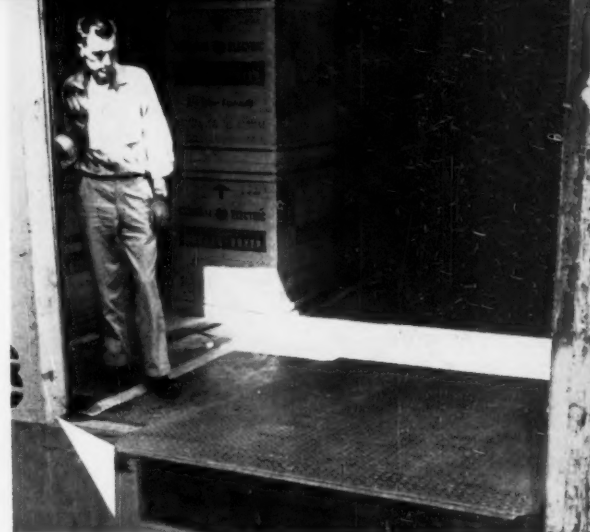
Some costs are as minor as arranging a system for checking serial numbers to invoices without slowing down the un-



Second big improvement is use of pallets on which small goods can be loaded. At G-E Appliances in Burlingame, pallets speed receiving, save man-hours.



Despite improvements, problems remain. Lightweight packages like these arriving at warehouse would be unmanageable on pallets. Conveyors will be the solution.



Still another improvement is this hydraulic ramp at GEA's warehouse. Ramp can be lowered or raised to provide safe, easy access for lift trucks to freight cars.

loading. Some are as costly as the work wasted in unfastening and removing dunnage or the rearranging of goods in a stop-off car.

No small matter for the distributor is adjusting his materials handling methods to the crating techniques of different manufacturers or even to the different techniques used by various departments or factories of the same manufacturer.

... But Will Have To Be Even Faster Tomorrow

IN modernizing for growth and profits, the appliance-TV distributors will be improving receiving by many techniques now in development.

One big hope will depend on manufacturers' selection of freight cars and some standardization of loading techniques through NEMA. General availability of new cars like the Evans "DF Loader" and Pullman-Standards's "Compartmentizer" will enable manufacturers to make this effort. The result, say warehousemen, will be a saving in time now used to remove dunnage, will cut down on damage, will permit better arrangement of goods in stop-off cars.

- In the dream stage? Will new cars, like the DF and the Compartmentizer arrive with their load of appliances or TV stacked on built-in pallets which can be moved forward section by section to the car door by a conveyor built into the floor of the car and powered by electricity

from the warehouse? Unloading would be cut to minutes as each pallet moved to the door, was pulled off onto roller conveyors.

Closer to realization, as distributors modernize receiving, is the use of conveyors or overhead trolleys to take each appliance or pallet of TV's directly from the car door to a central location where they are individually stacked. Already in use by manufacturers and by distributors in other industries, the conveyors present time and labor saving possibilities to distributors under certain conditions.

- In the future? Will the goods coming off the self-unloading cars be sorted at the receiving dock—with the IBM card attached to each carton put into a machine that will control the conveyor, take the carton to its proper spot?

IN WAREHOUSING Tremendous Strides have been Made Already . . .

ALTHOUGH long since out of the days of the dismal loft, away from the old buildings with more posts than floor space, most appliance-TV distributors still must meet the daily problems of managing the storage of goods in a modern manner.

In the last decade, distributors have modernized the storage of their appliances and TV-radio in these ways:

- More and better space is provided for the goods to cut down handling costs and to speed order filling. Facing the inevitable problem of feast or famine, distributors have been trying to have storage space for the peak periods of inventory without obligating themselves to high

costs for unused space during seasonal lulls. Most satisfactory answer, they say, is to provide space for the average inventory, make use of public warehousing for the surplus during peak periods.

To meet the need for modern storage facilities, the distributors pictured here have made post-war moves to advantage. W. J. Lancaster designed and built a one-story 55,000 sq. ft. building in 1955 with spur tracks coming to two sides. Appliance cars come to one side for unloading, TV and radios come to the other. Storage is provided close to each side, forming two points of a triangle on which the third is shipping dock and will-call. Through this efficient triangle, the Lancaster Co. moves an average of 100,000 units

of appliances, TV and radio yearly. Frigidaire serves the northern California area with a leased building providing 48,000 sq. ft., located in the East Bay area. The branch also uses outside warehouse space for peak loads. GEA built a suburban office-warehouse center providing 100,000 sq. ft. in the warehouse, and arranged land purchase so that the warehouse can be nearly doubled in size by adding to one side where the walls have been left movable.

- Better storage techniques in distributor warehouses have been keyed to the versatility of the powered lift truck, the availability of pallets, and to new designs in packaging.

MORE ▶

. . . IN WAREHOUSING CONTINUED



Combination of power lifting and new crating which facilitates use of such lift equipment has made possible vertical storage like this at Lancaster warehouse. These developments have changed whole concept of appliance warehousing, permit maximum use of air space.

Cooperation from manufacturers in designing new cartons gives distributors an opportunity to still further improve storage and handling techniques. At GEA warehouse, above, forks of lift truck slip into factory cut slots in dryer cartons.

Another manufacturer innovation which facilitates use of lift trucks without the necessity of changing equipment or learning new and intricate techniques is the use of these bottom-cut cartons on Frigidaire washers.

New equipment is being used by many distributors to take advantage of changes in cartons. Lancaster lift trucks have "lips" which provide steady handling of un-cut, steel-strapped cartons used on Norge refrigerators.

. . . But Mechanization Will Improve It Even More

IN modernizing appliance-TV storage methods for growth and profit, distributors during the next few years will look both to improvement in present practices and to replacement of present methods. And from outside this industry are expected developments that will revolutionize warehouse handling methods.

- Better use of the powered lift truck is the aim most often stated by warehouse foremen. At GEA, interest is in a lift truck with operator selected tools—from the cab the operator will be able to select fork, lip or clutch, depending on the carton he faces at the moment. At Frigidaire, interest is shown in the new trucks with hydraulic clutches to speed their use and to reduce driver fatigue. And in all

warehouses, the cry is for standardization of cartons to help speed storage methods and in many cases to increase the amount stored in a given warehouse area.

- In many cities, revisions of fire and safety codes will be necessary to enable those distributors with modern warehouses and modern handling equipment to take advantage of the height-stacking ability of lift trucks and the sturdiness of modern packaging.

- And maybe? Just as the powered lift truck changed the pattern of storage in warehouses, so may "conveyors that think". A carton may one day leave the receiving dock on a conveyor guided by a punched card. The receiving clerk will have taken the manufacturer prepared card

from the carton, put it in a machine, punched storage instructions. The card will guide the carton to a ramp, up the ramp to the first unfilled level, push previous cartons along one space—like a bowling ball being returned.

On completion of the routing, the card "informs" the inventory control machine of the product, invoice number, serial number, and location. This gives the distributor a perpetual inventory accurate within minutes. Then the card is filed automatically beside the order desk. Only the receiving clerk has been used, and should he need to check on activity being carried on anywhere in the warehouse, he would have a TV screen in front of him with remote cameras at strategic points.

... IN SHIPPING

It's Today's "Fastest" Process . . .

BECAUSE the speed and accuracy of filling orders is related closely to public relations between the warehouse and both the distributor's sales department and the dealer principals, the shipping function seems to have become the most efficient materials handling function in appliance-TV wholesaling. The warehouseman who "moves" around the receiving dock, hurries around the shipping department. Speed laws for lift trucks seem to be different when stacking than when unstacking. And the attitude is natural.

Obviously, shipping procedure must be backed up with good storage techniques and up to date receiving methods—but shipping is the pay off. "How well we fill orders seriously effects a dealer's willingness to trade with us," says Lancaster's general sales manager Gil Freeman. "We

try to make dealers like to come to our dock. We feel it is a showcase," states GEA's operations manager C. E. McAlpin. "Every day we save the dealer in shipping, every hour we save him on will-calls, helps him and makes him happier with Frigidaire," says its comptroller H. C. Fisher.

Distributors feel that there is a limit on the degree to which orders should be filled without regard for costs. There's good reason to believe that the modernization of materials handling has made most distributors—such as those pictured here—able to fill orders as fast as necessary right now. Shipments now go out the day the order is received, will-calls are ready before the dealer can get to the warehouse.

How distributors are using modern methods of materials handling and order control to provide fast order filling is seen in this photostudy.

... But It Will Have To Be Made More Economical

IN further modernizing for growth and profit the procedures of filling orders at distributor's warehouses, much attention will go to the manpower costs of handling each order.

More attention will be given to the placement of goods in the warehouse to cut down the time a man travels in filling an assorted order. Studies such as those being made at the W. J. Lancaster Co. through use of the IBM #402 accounting machine pictured here will give the distributor information well in advance of order filling just where each product and each model should be stored to be the most readily available when demand for that model reaches its peak.

Materials handling techniques used in filling orders in the warehouses of other industries are expected to find more acceptance in the appliance-TV industry when the expected increase in volume comes during the next few years. Conveyors are seldom used by appliance-TV distributors, but many warehousemen feel that they are the answer in order filling. Simple conveyors moving from the center of the warehouse to the shipping dock would be labor savers, warehousemen feel. If distributors get bigger as the industry volume increases—instead of an increase in distributors—warehouses may reach the size where radio dispatched lift trucks will be used in filling orders.

Many materials handling techniques are still in the dream stage, although they are possible with today's mechanical and electronic knowledge:

- Someday? Lift trucks may be equipped with automatic addressing equipment. When a warehouseman gets a dealer's order to fill he will feed stenciled

labels into a machine on the front of his truck. As the truck picks up a carton, a label with the dealer's name, address and the carrier, will be affixed.

- In the warehouse of the future, where the manufacturer-supplied punched card was used by the receiving clerk to direct the carton automatically to its storage spot in the warehouse, order filling would be an easy, silent and labor-less function. For example:

An order from a dealer would pass through credit to a girl typist. She would type the order, providing the invoice and other carbons—but as she did this, she would place in a remote machine the original manufacturers' punched cards for each item of the order. As she typed, each of the cards would be punched with the dealer's name, code number, invoice number, price, terms, etc. Another remote typewriter would be preparing stencil labels for each item.

These cards, then placed in a control machine similar to the one at the receiving dock, would activate conveyors, move each carton onto a conveyor, route it to the shipping dock. At the same time, the card would adjust the distributor's inventory records to account for the disposition of this piece of goods, and it would put onto tape information needed by the sales department, automatically costing the article, etc. *End*

Help from new business machines is employed by distributor W. J. Lancaster, left, and his general manager Gil Freeman. Knowledge of goods in inventory, their location and considerable other data is provided by IBM #402 accounting machine.



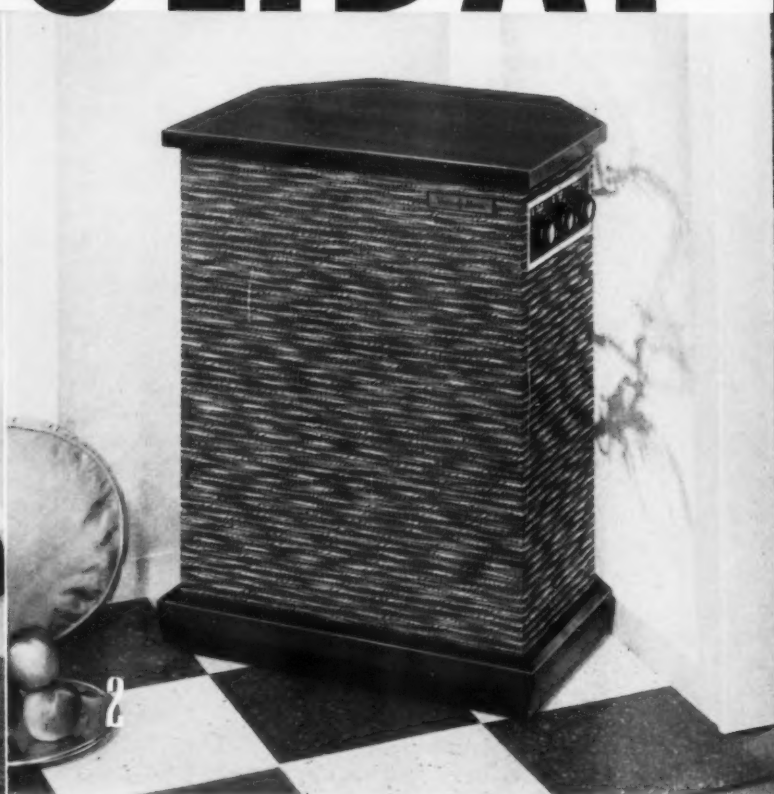
Provision for filling mixed orders has been made at Frigidaire's warehouse. Order is filled in center of warehouse, then pushed by truck along steel strip in floor to the shipping dock.



Improved communications within the warehouse saves time and labor. In GEA's new warehouse pneumatic tubes are used for sending orders from the office to the shipping desk.



V-M HOLIDAY



Sell V-M Stereo Systems!

Consoles, portables, matching systems — V-M has stereo any way your customers want it—tape or disc —or both! Order *now* to cash-in on the swing to stereo!

- 1 **New V-M Stereo Console** plays stereo and standard records—all speeds, all sizes. Wide-range, two-speaker sound system, powerful 12-watt amplifier in a smart, low cabinet. Blonde or mahogany, Model 563.....\$179.95 List.*
 - 2 **New V-M Amplifier-Speaker System** is the perfect companion to the Stereo Console, ideal second sound source in any stereo set-up. Blonde, mahogany or walnut, Model 167.....from \$99.95 List.*
 - 3 **V-M 'tape-o-matic'® Tape Recorder** records monaurally and plays back in flawless high-fidelity, plays all stereo tape recordings. America's best-selling portable. Two-tone gray, Model 714.....\$225 List.*
- V-M StereoVoice Amplifier-Speaker System** exactly matches the 'tape-o-matic' in style and performance. An excellent, economical second sound source. Two-tone gray, Model 166.....\$75 List.*

**Hurry! Call Your
V-M
Distributor Now!**

the **VOICE**

BEST-SELLERS!

Sell V-M to Kids and Connoisseurs!

V-M makes a *complete* line for complete coverage of your market! From "high end" to low, there's a model for every age, every purse. It's your *Sell-Up* line!

1 V-M 'Capriccio' Stereo Hi-Fi Console Combination includes AM-FM tuner, diamond stylus, stereo cartridge, new 'Stere-O-Matic'® changer in beautiful Italian Renaissance cabinet. Mahogany, Model 571, \$365 List.* Phono only, Model 570.....\$245 List.*

2 V-M 'Songfest' Four-speed Portable Phonograph is America's best buy in its class. It's a proved traffic-builder, a cinch for Christmas business! Red-and-white, blue-and-white or green-and-white, Model 215, just.....\$32.50 List.*

*Slightly higher in the West



Sell in Volume with V-M's Santa Display!



Old Santa and a crew of hard-selling elves stress the customer benefits of V-M, create a powerful, profitable display for floor, window or counter.

of MUSIC

ELECTRICAL MERCHANDISING—NOVEMBER, 1958



PAGE 75

You Can't Afford Old Fashioned Service

The only thing which should be "old fashioned" about your service is in the way you satisfy the customer. New products require new servicing techniques and in order to compete you must modernize your own operation

THE rise of factory and centralized service and of the area service contractor has not dimmed the significance of service for the thousands of independent servicing dealers everywhere. Their service shops remain the backbone of an industry which sells customers modern home conveniences . . . and then has to keep those millions of customers satisfied with their purchases.

Last year's NARDA costs-of-doing-business survey, for example, disclosed that the service department contributed heavily to the average dealer's profitable oper-

ation. In fact service revenue when included in the cost of goods sold reduced the cost of the merchandise from 70.4 to 66.1, a reduction of 4.3 percent. Since net operating profit came to only 1.6 percent, the importance of service is obvious.

ELECTRICAL MERCHANDISING'S dealer panel studies have consistently shown that as many as nine out of 10 dealers service appliances, while about seven out of 10 service radio and TV sets. Total establishments listed as radio and TV shops by government business census run to approximately 23,000. Some 16,000 of these were

operated by the owner himself, and the great majority of the balance who had employees employed three or less. In the case of electronics alone, something like \$2.4 billion was in sales of tubes and parts in 1957, and there is no sign that this will diminish either this year. The future, therefore, is full of growth and potential. And each dealer must gear his service to the boom ahead.

We pass over as self evident the obvious—the shop that needs a coat of paint, a new door, a new sign, better lighting, uniforms for the staff. Each dealer must stand off, look at his own mirror, then dig up the few dollars needed to spruce up in those areas.

More significant is the core of a sound service operation—the efficient shop, skilled manpower, and effective rolling stock. These three either make or break a service operation. They are the measure of his profits.

TABLE 1: Average Servicemen Hours per Product per Year

Item	Delivery*	Installation	1st Yr. Service
Refrigerator	1.75 hrs.	—	0.71 hrs.
Freezer	1.91	—	0.43
Air Conditioner	0.47	1.60 hrs.**	0.60
Automatic Washer	1.25	0.92	1.08
Dryer (Elec.)	1.25	0.88	0.57
Dryer (Gas)	1.25	1.13	0.57
Combination (Elec.)	1.50	1.50	1.89
Wringer Washer	1.00	—	0.46
Ironer	0.84	—	0.26
Range (Elec.)	1.25	0.66	0.71
Range (Gas)	1.25	1.00	0.71
Dishwasher (Built-In)	0.84	8.00	0.91
Disposer	—	2.67	0.63

* Two men required for delivery. Hours given are total for each man.

** Air conditioner installation requires two men. Hours given are for each man.

Notes: Delivery times are figured on individual deliveries—loading of product, 20 minutes travel time to customer's home, unloading and delivery new product, removing and loading trade-in, 20 minutes return travel, and unloading trade-in. Installation figures based on labor time consumed in connecting appliance. This does not include a demonstration. Service figures are based on 240 days per year, and seven completed calls per day.

How Many Servicemen Do You Need?

TABLE 2: What This Means To An Average Dealer

	DELIVERY			INSTALLATION*			SERVICE*		
	Sales Forecast	Avg. Hrs.	Total Hours	Sales Forecast	Avg. Hrs.	Total Hours	Sales Forecast	Avg. Hrs.	Total Hours
Refrigerator	175 x	1.75 =	306.25	175 x			175 x	.71 =	124.25
Freezer	25 x	1.91 =	47.75	25 x			25 x	.43 =	10.75
Air Conditioner	100 x	.47 =	47.00	100 x	1.60x2 =	320.00	100 x	.60 =	60.00
Automatic Washer	250 x	1.25 =	312.50	250 x	.92 =	230.00	250 x	1.08 =	270.00
Dryer—Electric	45 x	1.25 =	56.25	45 x	.88 =	39.60	45 x	.57 =	25.65
Dryer—Gas	30 x	1.25 =	37.50	30 x	1.13 =	33.90	30 x	.57 =	17.10
Combination—Electric	15 x	1.50 =	22.50	15 x	1.25 =	18.75	15 x	1.89 =	28.35
Combination—Gas	10 x	1.50 =	15.00	10 x	1.50 =	15.00	10 x	1.89 =	18.90
Wringer Washer									
Ironer									
Range—Electric	50 x	1.25 =	62.50	50 x	.66 =	33.00	50 x	.71 =	35.50
Range—Gas	25 x	1.25 =	31.25	25 x	1.00 =	25.00	25 x	.71 =	17.75
Dishwasher	50 x	.84 =	42.00	50 x	8.00 =	400.00	50 x	.91 =	45.50
Disposer	20 x			20 x	2.67 =	54.40	20 x	.63 =	12.60
TOTALS	795		980.50			1168.65			666.35
MANPOWER			.511			.608			.347

240 working days per year x 8 hours per day = 1920 working hours per year per man.

* Includes 15 minutes travel time per call.

Source: Whirlpool Corp.

Servicing Appliances

Take the appliance service shop. A minimum area for effective action is about 225 to 400 square feet. Aside from expected 120V and 240V electric lines, hot and cold water, fire extinguisher, 3-foot work bench and adjacent stock bins, other necessary equipment could include: spray booth, exhaust fan, air compressor, electric drill, electric sander, and steam cleaner. For varied shop layouts, from one 20 by 30 feet to one 48 by 138 feet, the various manufacturers like Kelvinator, RCA Whirlpool, Frigidaire etc., provide equipment checklists. Items might range from spray booth with paint arrestors at \$271 and 2 HP air compressors at \$525 to dusting guns at \$2.70.

RCA Whirlpool's service staff has a special tools package for \$478.80. Included is a charging board costing \$135, and the recommended tools for proper refrigerator repairs costs \$336.80.

How much must you invest to service a given number of appliances? For an investment of \$1,000 you can service 250 appliances a year; for \$1600, 300 units. As the number of appliances increase so does the investment figure, naturally. For 500 appliances it would be \$2,300; for 750, \$2,500. Of this an estimated \$160 would represent parts inventory for up to 660 appliances. For each appliance potential above this 600, parts inventory should be calculated at 35 cents per appliance potential.

If you plan on reconditioning used appliances, additional equipment must be included in the estimate. Kelvinator in its "Verified Value" plan found a range of costs depending on regions. A Tennessee dealer set up a reconditioning shop to handle 1,200 appliances at a cost of \$1,678, plus labor. In Ohio it cost a dealer \$1,513 to take care of 800 appliances a year. However, dealers handling only 50 reconditioning jobs a year got by with a \$300 investment in portable equipment.

Manpower Modernization

In the delivery and installation of most major appliances two men are required. Probably the best breakdown is one delivery man and one service installation man, operating his own vehicle, to assist in field work and to take care of shop work.

A recent excellent RCA Whirlpool service department study reproduced here has analyzed serviceman hours required per year by products. (See Table I).

To some extent, the servicing dealer can control his manhour requirements. The tabulation at right (by Whirlpool) shows how poor work techniques shoot up labor requirements:

It's possible to forecast quite accurately exactly what your manpower requirements will be. Table II (at left) shows how a dealer moving 795 appliances a year (approximate volume \$190,000) could figure his manpower needs.

Summarizing, this dealer's need of .511 men for delivery, .608 for installation, and .347 for service calls, means he needs a total of 1.47, or two trained men.

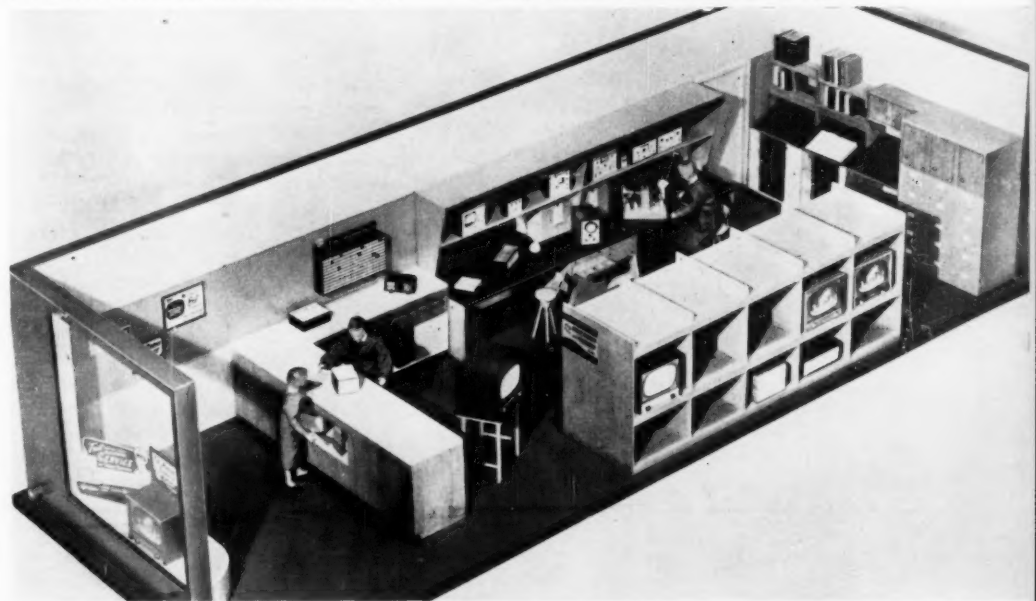


Good idea of what's involved in servicing appliances today is this array of test equipment, tools and parts carried on a single

truck. RCA Whirlpool arranged the picture, estimates that items shown would cost about \$2130. Special tools alone cost \$480.

Scale model of a streamlined service shop was set up by General Electric. Note wall shelf above bench for test equipment. Opposite

bench is area for set storage. On wall adjacent to bench is "see-lect-a-tube" rack which provides a visual tube inventory.



Failure to	Means	Which increases service hours by
Demonstrate properly	More "nuisance" calls	12.5%
Have adequate parts	Incompleted calls	33.0%
Restrict lines handled	Inadequate product knowledge	20.0%
Give adequate training	More callbacks and poor installations	33.0%
Route men properly	Fewer calls per day	20.0%
Supply special tools	Slowdown in repairs	20.0%
Supply service manuals	Slowdown in repairs	25.0%
Total possible increase in service hours		163.5%

Training of this minimum service staff—or as large a staff as additional volume requires—must include courtesy, neatness, and other public relations aspects of the service job. And it must extend product training throughout the year. A minimum of twice and sometimes three times a year a training program should be keeping servicemen informed. Most such sessions are at new product introduction and six months later. Products like automatic washers, combination washers-dryers, and refrigerators may require additional training sessions.

Modernization Extras

Transportation expense is one thing a dealer can't duck. He can keep elaborate records to compare costs if a sub-contractor

MORE ▶

YOU CAN'T AFFORD OLD FASHIONED SERVICE

CONTINUED

tor did hauling or if a truck were rented on a time and mileage basis. In all probability he will have to operate at least a 3/4-ton pickup truck costing in the neighborhood of \$2,000 (See page 66 of this issue) and he will have to work out a formula for an auxiliary serviceman's car, suburban or truck.

Whatever the vehicle, test equipment, special tools, rolling parts stock etc. will represent further outlay minimums. Here again RCA Whirlpool considers \$104.50 spent on special tools essential. These are: a Simpson Term-O-Meter (model 388-3L); Volt-Wattmeter (model 391), and Volt Ohmmeter (model 260). Further, adequate rolling parts stock for each vehicle, according to Whirlpool estimates, should be \$1550—or \$600 for refrigerators, \$800 for laundry, and the balance for kitchens.

Vehicular investment would thus come to \$2133.30 for each unit—\$1550 in stock, \$478.50 in special tools, and \$104.50 for test equipment.

There are other areas of fringe expenditures. A dealer should consider a special number listed in the alphabetical section of the phone book at a cost of 75 cents per month extra. Telephone answering service for 24 hours a day, seven days a week costs about \$3 for installation, plus \$18.50 a month and line charges. Automatic answering and recording equipment might run about \$15 to install, \$12.50 a month.

Items like inventory records are available to dealers at approximately \$25 and up. Parts bins can average about \$45 per section. Streamlined records and files, also mandatory in any modernization plans, must strike a practical balance. A system using two nails on the wall, one for costs the other for receipts, is crude and inefficient. Yet a system requiring a CPA to operate may eat up its efficiency in additional costs.

Special equipment in a shop equipped to recondition appliances would, according to Kelvinator, include a \$310 charging board (above), a shelf bake oven (about \$440), a steam cleaner (about \$660) and a spray gun (\$40).



Servicing Radio and TV

Some of the modernization basics which apply for appliances also apply to electronics service shops—minimum areas of approximately 350 square feet, for example, electric lines, basic bench space etc. The peculiar nature of radio and television repair, however, makes special demands on shop layout, test equipment, hand and installation tools, and, of course, replacement parts.

Good bench layouts should allow about 10 feet for one man, 16 feet for two. A separate shelf above the bench should accommodate test equipment, AC outlets for shelf and bench should be provided, two sets of antenna leads should be available on the bench, and a mounting to test CRT's should also be provided. Space should allow for a heat run or air-check on one set while working on one or more others. If space allows easy in-and-out movement and/or storage of six or a dozen sets, so much the better. Lighting of course should be good overall, and spotted with goose-neck or floating-arm lights to pinpoint brilliancy on work areas.

Service experts estimate that an average modernization job, done by a serviceman himself, might run to about \$200. A complete overhaul of physical facilities in a larger shop might run to \$1,000.

Equipment Modernization

Test equipment modernization is quite another financial matter.

Following are two sets of recommendations for service shop efficiency.

From A. H. Kuttruff, service department, Radio & Television Division, Westinghouse Electric Corp: Vacuum tube voltmeter, \$82; marker generator, \$200; marker adder, \$75; sweep generator, \$220; oscilloscope, black-and-white, \$160; oscilloscope, color, \$310; isolation transformer, \$25; oscilloscope probes—demodulator

probe, \$5, high impedance probe, \$8.

This equipment would allow a serviceman to take care of any set, with any trouble. For two men, duplicate the isolation transformer and vacuum tube voltmeter. For three, duplicate the same items again. For four, duplicate the entire list. The only test equipment Kuttruff suggests should go on a truck is an extra vacuum tube voltmeter. If a man can't fix a set with that, he reasons, it's a shop job.

And here's the recommendation from the office of Gordon E. Burns, distributor sales manager, G-E's receiving tube department, Owensboro, Ky: Sweep generator, \$160 to \$295; marker generator, \$120 to \$245; oscilloscope, \$85 to \$475; vacuum tube voltmeter, \$38 to \$80; tube checker, \$80 to \$200; color bar generator, \$250 to \$395; capacitance analyzer, \$85; field strength meter, \$155; and capacitor or resistor decode boxes, \$10 to \$25. Savings of one-third on these items can be made by buying in kit form and assembling.

Basic shop tools, costing about \$90, include an electric drill, grinder, vises, hack saw, pliers, files etc. Hand tools, like screw drivers, pliers, soldering gun etc., and costing about \$30, have had two musts added in recent years. These are a low-wattage soldering iron (25 to 30 watts), and a small stiff brush for cleaning printed circuit boards.

Installation supplies may cost from \$60 to \$300, depending on the servicing dealer, availability of supplies and local urgencies. Replacement inventory similarly may run as low as \$150 where no picture tubes and few of anything is stocked (an inadequate situation) and as high as \$500 to \$1,000. A happy balance is about \$600 to \$650 worth of parts, including an assortment of tubes, heavy stock on fast movers, and some picture tubes.

Future Potential

Certainly how fast and how far a dealer intends to modernize his service operation depends on specifics in his individual situation. The minimum costs have been sketched here. Each dealer must equate it with the future potential.

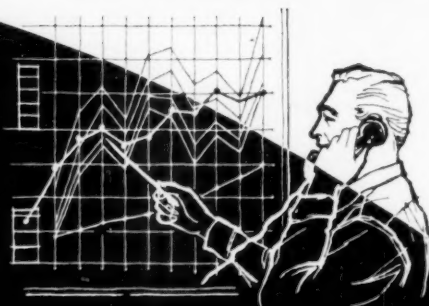
Steve Mihailic, manager of product service of G-E's Television Department has outlined three areas where radio and TV service will be vastly improved in the future. These are: 1) the use of two-way radio for better contact between service trucks and the home office; 2) better truck records and inventory, so that the percentage of completed calls steps up sharply; and 3) better cost analysis so that a dealer has control of his service operation.

Whether a dealer plunges into expensive two-way radio and rotation of trucks or still grapples with improving his array of test equipment, bench and hand tools, his first step in modernization is a simple one. Analyze what you've got and where you're going. Then get started. *End*



SALEABLE?

DEPENDABLE?

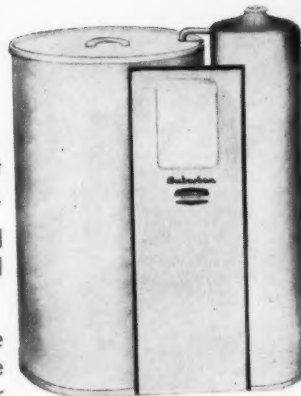


**YES SIR!
AND PROFITABLE**

**FOR
YOU
TOO!**

**THE
"Suburban"
AUTOMATIC ELECTRIC
WATER**

**SOFTENER
by
modern**



WHEN YOU HANDLE a line of equipment, you must be sure that it is **DEPENDABLE, SALEABLE, ATTRACTIVE and PROFITABLE** for you.

WHEN YOU HANDLE MODERN water softeners, you get these features . . . **PLUS** all the help you need to sell them.

WE OFFER YOU a complete line of water softeners and filters, performance tested in thousands of homes and sales proven by dealers all over the U.S. and Canada.

MODERN SOFTENERS ARE IN DEMAND. More people are buying softeners than ever before. Here's a wide open market and here's your opportunity to get your share of this profit.

THE "SUBURBAN", pictured right, a completely automatic electric unit, sets a new pace and leads the field in dependability, saleability, attractiveness and dealer profit . . . It puts water softeners in the Fast Turnover class.

7 OUTSTANDING SELLING FEATURES in the "Suburban". Let us show you.

MORE DEALER PROFIT. Full discounts, Modern's new systems for distribution and sales, more promotional and sales aids, greater profit for you.

**The Leader In a
Complete Line Of
Modern Water Softeners
That Are Setting The
Sales and Performance
Pattern For The
Industry**

**ASK
TO
SEE
THE
modern
PROFIT
PACKAGE
AND
SALES
AIDS**

Investigate Now . . .

REGARDING DEALERSHIP OR DISTRIBUTORSHIP IN YOUR TERRITORY.

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FOR COMPLETE INFORMATION
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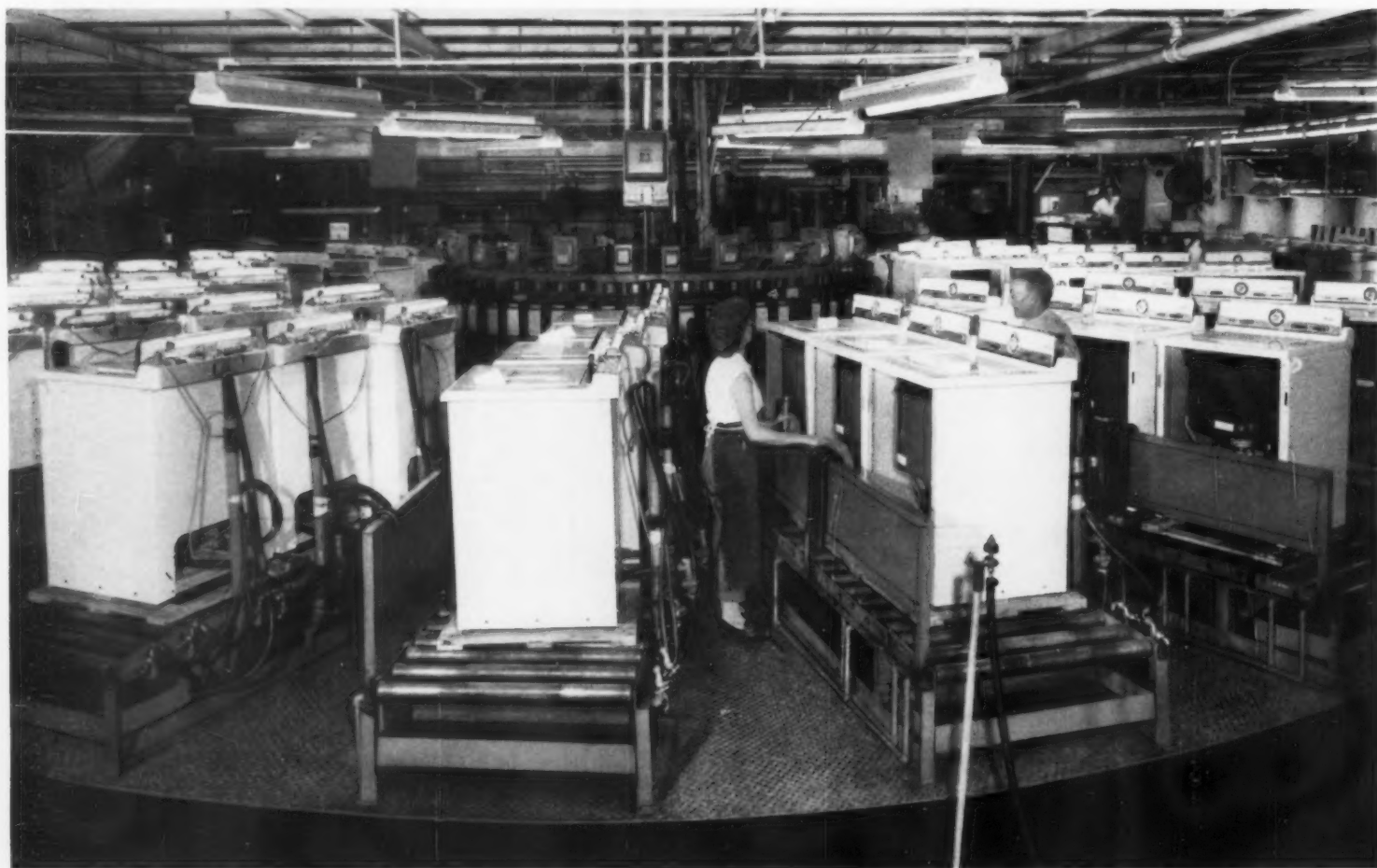
MAYTAG "MERRY-GO-ROUND" TEST CENTER TAKES TROUBLE OUT AT THE FACTORY... NOT OUT OF DEALER PROFIT!

High in the order of things at Maytag is a group of men and women who manufacture nothing but peace of mind for Maytag Dealers.

They ride the Maytag "merry-go-rounds" at the plant and their job is . . . nipping call-backs in the bud. Each and every Maytag is checked here. And this stage merely climaxes a long series of prior inspections. Other "physicals" will follow before any Maytag wins its shipping carton.

The point is, Maytag takes the trouble out *at the plant* . . . not out of the Maytag Dealer's profit. Measure of success is Maytag's unequalled service record.

The Maytag Company, Newton, Iowa.



THE MAYTAG "MERRY-GO-ROUND." Here 66 washers at a time are given a thorough operating test. Maytag experts make sure no "bugs" exist in any part or assembly of any Maytag. Critical

dimensions are measured with all the care of a fine watchmaker. (In fact, some tolerances are held within 2/10,000th of an inch, a tolerance specification of a fine watch.)

MAYTAG

YOU CAN BE SURE...IF IT'S **Westinghouse**



**Leaders in refrigeration
know they can be sure
quality of finish is the finest
when they use Du Pont DULUX® Enamel**



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

"DULUX" ENAMEL

For all their remarkable engineering, modern appliances frequently get their final sales boost from their skin-deep beauty.

DULUX is an enamel developed and perfected by Du Pont chemists to incorporate all those important features that appliance customers are looking for.

Whites stay white and colors brilliant when the appliance finish is DULUX. And this high-bake enamel has a unique ability to take abuse. DULUX resists scratching, chipping, marring. It won't get stained by foods. Grease and detergents are no problem.

Because of this resistance to wear, and the ease with which it can be kept clean, DULUX contributes to the continued customer satisfaction so important to the success of any appliance line. *E. I. du Pont de Nemours & Co. (Inc.), Finishes Division, Wilmington 98, Delaware.*

**America's leading
home-appliance finish**

Over 65,000,000 major home-appliance units have been finished with Du Pont DULUX Enamel



THIS NATIONAL CASH REGISTER greatly speeds service to both cash and credit customers.

A NATIONAL CHARGE POSTING SYSTEMS reduces operating expenses for this store.

"Our *National* Cash-and-Credit System
saves us \$2,000 a year...
pays for itself every 12 months."—Art Nicholls Store, Galion, Ohio

"All charge and payment on account transactions are posted automatically by our National System," writes A. Nicholls, owner of Art Nicholls Store. "As a result, losses resulting from missing or forgotten charge or payment slips have been eliminated.

"Our National classifies all sales according to departments thus giving us up-to-the-minute information. This vital information is immediately available and is of great importance in making business decisions. Our National Cash Register

also has separate cash drawers and printed sales totals for each clerk. This makes it possible for us to place individual responsibility for cash received.

"By increasing the efficiency and economy of our operation, our National System saves us at least \$2,000 a year, pays for itself every 12 months."

Art Nicholls
owner of Art Nicholls Store

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • HELPING BUSINESS SAVE MONEY

Your store, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages of your phone book.)

TRADE MARK REG. U. S. PAT. OFF.

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CASH REGISTERS • ADDING MACHINES
ACCOUNTING MACHINES
NCR PAPER (NO CARBON REQUIRED)



If you want to sell more appliances, go where every page is full of ideas that sell: Better Homes & Gardens, the family idea magazine. If you want to make a sale there's nothing so powerful as an idea. And it's impossible to go through any issue of BH&G without finding scores of ideas that sell appliances. One out of every four BH&G readers lives where a toaster, mixer or other small appliance was bought during a single year—43% above the non-reader average!

During the year 1/3 of America reads



*... the family
idea magazine*



for motor-driven appliances

Performance and appearance—the principal points of interest to your customers when buying motor-driven appliances—rate “tops” in devices powered with Lamb Electric Motors.

High sales appeal, resulting from these features, assures good turnover—one of the reasons why leading dealers the country over like to handle appliances motored by Lamb Electric.

THE LAMB ELECTRIC COMPANY • KENT, OHIO

A Division of American Machine and Metals, Inc.

In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ont.



Motor for air conditioning applications.



Motor parts for household appliances.



Turbine for canister-type vacuum cleaner.

Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER **MOTORS**

AIR CONDITIONING PAYS OFF

STORY STARTS ON PAGE 53

The Du Pont survey also provides an answer as to why the remaining 74 percent are not air-conditioned.

The three principal objections were: inability to afford it, the fact that the dealer does not own the building, and a feeling that it is not needed.

The advantages cited above by owners provide a detailed and documented answer to the final objection. The second objection (that the dealer rents his store) loses considerable force when one considers that the Du Pont survey indicates that 64 percent of dealers already having air conditioning rent their stores and only 36 percent who already have air conditioning own their own building.

As to whether the dealer can afford it, the argument may eventually reach the point where the question must be re-phrased to ask can the dealer afford not to have it. For an answer in terms of dollars and cents invested and extra profit realized, here's the way air conditioning manufacturers view the problem.

What Does It Cost?

Since store air-conditioning is seldom a simple “plug-in” installation, manufacturers are understandably reluctant to come up with dollars and cents estimates of what it might cost the “average” dealer. Too many variables—the size of the store, the building exposure, the interior layout, the interior cooling load, the area of the country, building codes, labor conditions and so forth—must be considered to make any firm estimates.

The Trane Co., however, has made a series of three estimates (low, average and high) which furnish some sort of guide. Quite obviously it would be unwise for an individual dealer to use these as any but rough figures. Trane estimates that air conditioning for an appliance store per square foot of net area would cost an average of \$2.53, with a low of \$1.93 and a high of \$5.94. Per cubic foot of volume the figure would be 39 cents for an average installation with 30 cents as a low and 89 cents as high. Per ton of refrigeration the cost would average \$572 with a low of \$462 and a high of \$897.

A somewhat different guide is provided by Lennox Industries which estimates the cost of a ton of refrigeration as roughly \$300 (subject to considerable variation because of the factors mentioned earlier). Lennox says that a ton of air conditioning will normally handle approximately 250 to 400 square feet of floor area.

Does It Pay?

Attempting to prove a dollars and cents return on air conditioning is even more difficult than trying to portray costs. Since the costs range so widely the return will also vary by individual store. Even more important, as we have seen, many of the advantages of air conditioning are somewhat intangible. It is difficult to measure in dollars and cents the return from improved employee efficiency, reduced absenteeism, improved customer relations, and less frequent employee turnover.

It is, of course, possible to measure specifically the savings on maintenance and decoration by comparing bills for years previous to air conditioning with those of succeeding years.

Manufacturers do, however, have figures which indicate how much business can be expected to increase as the result of air-conditioning. Unfortunately, none of these are available for appliance stores as such, but this list by Carrier provides a guide.

	percent
Department stores	25
Drug stores	20
Jewelry stores	20
Men's clothing	30
Shoe stores	20
Variety stores	20
Women's specialty	30

York Corp. has available case histories of installations in drug and apparel stores. Apparel stores have averaged an increase in sales volume of 25 percent during the summer season. In drug stores the figures are somewhat more detailed. A *Drug Topics* survey indicates that the annual customer purchase in an air conditioned store is 4.5 percent higher than in a non-air conditioned unit. In addition the drug store's summer slump of 20 percent in the food department

would be eliminated and a 25 to 30 percent increase in traffic would mean an additional increase of two percent in gross sales.

It is possible to come up with your own profit analysis for air conditioning. The box on page 53 has been condensed from an "Air Conditioning Investment Analysis" prepared by Carrier. Most figures necessary to complete the form should be readily available from your accountant. The percentage figure for line six (typical increase in summer sales with air conditioning) is not available specifically for appliance stores but a 20 percent figure (the same as that for jewelry, variety and shoe stores) seems reasonable, perhaps even conservative.

The complete investment analysis used by Carrier also includes a chart to figure the cost of air conditioning which makes it possible to compare costs with returns. This section is not reproduced here since you should have a specific idea of cost (available from the Carrier salesman in this case) before attempting to complete this form.

What Kind of Air Conditioning

The appliance dealer, accustomed to the simple terminology in the room air conditioner business, will probably find his head spinning when he begins to consider store air conditioning. In their literature, manufacturers don't agree on what constitutes a "central system" and what constitutes a "packaged" unit. Some firms, for example, call a unit in which the condenser is housed separately a small central system while others regard it as packaged air conditioning. The entire problem is further complicated by a bewildering assortment of trade names. Perhaps the best solution for the dealer is to forget terminology and think of the variety of equipment available in terms of how it can be installed.

There is, however, certain value in distinguishing broadly between central and packaged systems. In this sense, the central, built-in system is largely restricted to the new store or the store located in a block of buildings which will be cooled (and heated) from a single central source. In some cases, however, even the new store may be better air conditioned by some sort of packaged unit. In this regard, as with so many installation details, the advice of a competent air condi-

tioning engineer is a necessary requirement.

One other broad distinction is also useful and that is in distinguishing between air-cooled and water-cooled units. The availability of water, its cost, and the space to be used for the air conditioner will all determine this choice and once again professional advice should be sought by the store owner.

If there is any possibility that you will have to modernize or change your heating plant, you should consider the use of equipment which will heat as well as cool. In this connection, don't overlook the possibility of using a heat pump.

While these general considerations may be useful in your preliminary planning on the subject of air conditioning your store, you'll be well advised to abide by the decision of the air conditioning contractor you contact for the job.

In choosing a unit for your store, the contractor will be guided by a number of considerations, including the size of the store, its layout, the availability of space for installation, the availability and cost of water for cooling, and the flexibility desired in the event the owner may want to relocate the unit or even decide to move it to another store at a later date.

Tremendous flexibility has been engineered into all of the units on the market today. This flexibility is a direct response to the requirements of various installations. For an example of the versatility of today's air conditioning equipment, see the sketches on page 54.

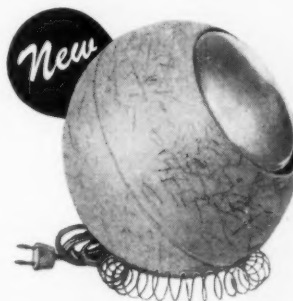
Should You Buy?

The retailer who is willing to look ahead a year or two and attempt to imagine what his business will be like in the 1960's will readily admit that, if he does not already have an air conditioned showroom, he will have to get one. Air conditioning long ago moved out of the luxury, novelty stage. It has become a way of life and, more and more, the non air-conditioned store is going to be an anachronism.

One manufacturer, in literature prepared for retailers of all types, sums it up neatly by pointing out the volume being lost by the non air-conditioned store during the summer. "Mr. Businessman," says this company, "if you don't have air conditioning, you're already paying for it." *End*

HERE ARE PRODUCTS for Year-Round PROFITS!

Sensational new Steber lighting units have a thousand and one different uses—sell on sight—and don't forget those extra profits on the lamps you sell with them!



Steber S-541 Corvette

This Corvette is adapted for mounting on 3/4"-4" outlet boxes and is factory wired with 6" leads. Swivel arm allows the unit to be aimed in any direction. This is one of many special Steber Units designed to meet a host of home and commercial lighting problems.

Steber Orblites

Beautiful new ball type Universal aiming fixture is ideal for interior accent lighting. Complete shielding of lamp eliminates annoying side and back halo light for more effective and dramatic lighting effects. Orblites are available in satin black or white enamel with gold overlay veiling or in solid neutral graytone.



Steber No. 4 Utilite

The Pin-Up-Stand-Up Utilite is a handy portable unit filling many needs in the home and shop. Use it with PAR-38 and R-40 sealed beam lamps or sun and heat lamps. The No. 4 Utilite is finished in gold and black. Color lenses can be used for impressive and unusual lighting effects.



Steber Swivel Curvettes

Here's the very latest in portable lights for spectacular, flexible indoor lighting effects! Spun aluminum reflector projects and shields R-40 reflector projector sealed beam lamps for dramatic effects. Colored lenses—amber, blue, green or red may be added for holiday lighting and special effects. Available with black or bright aluminum reflector in Swedish Modern or Streamlined Styling.



Write today for the latest Steber Bulletin No. 1091-58, describing the Steber line of quality lighting units for commercial and home lighting.



Lighting Units **STEBER** for Every Need

STEBER MANUFACTURING CO., DEPT. 64, BROADVIEW, ILL.
STEBER MANUFACTURING CO. OF CALIFORNIA, 242 S. ANDERSON ST., LOS ANGELES 33, CAL.
Divisions of The Pyle-National Company
STEBER-WOODHOUSE, LTD., 33 Ingram Drive, Toronto 9, Canada
Subsidiary of The Pyle-National Company

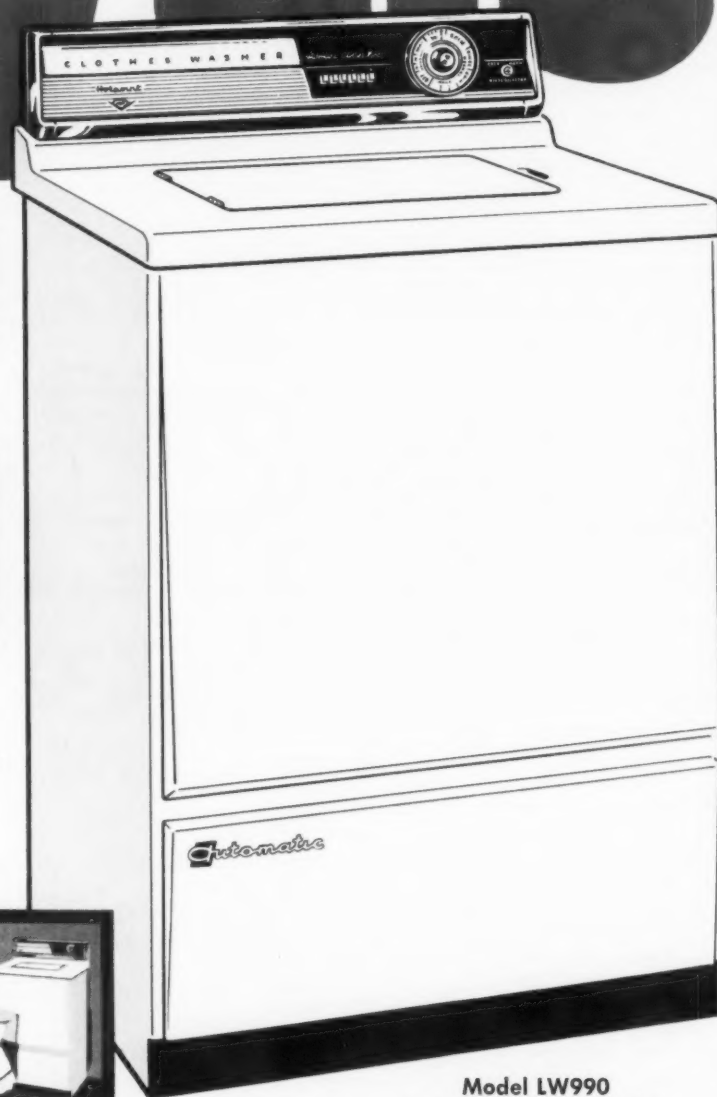
New and Exclusive for Hotpoint Dealers!

6-Cycle

Lint-Free Washing

The right cycle for every fabric

In 1959, Hotpoint Dealers will be selling the ultimate in automatic washing! Only Hotpoint has new 6-cycle washing that automatically provides the right speed and temperature for *every* known washable fabric—woolens, silks, wash and wears, cottons, synthetics, etc.



All Porcelain Finish on all Models. Protects against rust, stains and corrosion. Another Hotpoint exclusive!

Full-time Underwater Lint Filter. Filters down deep where a filter works best! Works during all washing and rinsing cycles.

Wrinkle-Free Washing. Automatic cold water overflow at end of both wash and deep rinse prevents spin wrinkles.

Model LW990

In the 1959 Hotpoint Washer Line, there's the right model at the right price for all of your customers.



Hotpoint Dealers' profit opportunities are greater than ever before...

If you're not a Hotpoint Dealer — you should be!

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS

A Hotpoint First that Builds Volume!

100% Vent-Free Drying

**Eliminates costly, unsightly venting—
saves your customers money**

The famous Hotpoint condenser system keeps heat, lint, and moisture from being blown into laundry room. It goes down the drain—and there's no venting required.

PLUS new 3-cycle drying

- Automatic Clothes Minder Cycle turns off dryer when clothes are dry.
- Dry 'N Wear Cycle dries light "wash and wears" without wrinkles.
- Select-O-Time Cycle dries woolens and "specials." Includes "Tumble Only" setting.



Model LC970

The 1959 Hotpoint Dryer Line features condenser and blower models at competitive prices.

Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

Astral

PORTABLE SPOT REFRIGERATION

Serves the NEW market with **2** UNITS



1959
PORTABLE SPOT REFRIGERATION'S
BIGGEST YEAR!

Advance orders from every corner of the nation have already given 1959 the biggest portable spot refrigeration sales potential to date. Dealers are calling immediate attention — Distributors are solidifying their position — And now Astral comes to complete the profit picture with another model — bigger — and with extra sales plus.

BACKED BY
National Advertising

MASS CONSUMER HOME SALES
DOCTORS AND DENTISTS
ARCHITECTS
BOATING ENTHUSIASTS
FURNITURE MANUFACTURERS
HOSPITALS
HOTELS AND INSTITUTIONS
POULTRY RAISERS
VETERINARIANS
MOTELS
TRAILER MANUFACTURERS
TRAILER OWNERS
OUTDOORSMEN
TRAILER COURTS

MORPHY-RICHARDS
Astral

Guaranteed Silent Forever!
MIRACLE COOLING UNIT

6, 12, 24, 32, 110, 220 volts
dual voltage — giving
any combination of
any low voltage with
110 volts or 220

• DC or AC any cycle



*Available in
Chip Resistant
White Enamel
on Steel*



232 S. Van Brunt St., Englewood, N. J.



DOOR CHIMES



TOASTER



HAIR DRYER



IRON



SPACE HEATER



SPIN DRYER

GOOD LIGHTING PAYS FOR ITSELF

STORY STARTS ON PAGE 56

ing engineers talk technically, of course, but you don't have to. Not to get the job done.

First, it is a virtual certainty that you will use fluorescent lamps to accomplish the major lighting chores in your store. The arguments in favor of the long, slim tubes are largely unassailable, from the standpoints of cost and convenience. Practically there are only three variables to consider about fluorescent lamps; their type, size and the color of their light.

You won't get very far into the subject before you hear about what non-partisan groups call "heavily-loaded" lamps. For GE, the trade name is "Power Groove;" Westinghouse call its heavy-load line "Super Hi," and Sylvania uses "VHO," for "very high output." A recent development, the heavily-loaded lamps concentrate more light from a single source at some sacrifice in efficiency. It is possible to get away with fewer fixtures in many cases, or with fewer lamps. So, for your job, there are the standard lamps of several kinds, and the heavily-loaded lamps. The new variety makes good sense for re-lighting jobs, as they make it possible to pack more light into the same space.

Size in fluorescent lamps for the layman is easiest to judge in terms of length, though of course, there are other factors. The longest is 8 feet, they range way down from there, and the choice of size is up to your designer anyway.

Four Shades of "White"

Color is, after output, the most important thing to consider about fluorescents. There are four shades of "whites" and the choice is up to you. Don't try to judge from a single lamp—find a test room somewhere, probably your utility can help. The four varieties have widely different effects on both merchandise and people, as well as varying efficiency at turning kilowatts into foot candles.

The four whites are, cool white, deluxe cool white, warm white and deluxe warm white. Cool white, the most efficient, neither enhances nor distorts most colors, and the whites of appliances look "whitest" under

it, at some sacrifice, however, to your own good looks. Deluxe cool white is slightly warmer in tone, makes you, your salespeople and your customers look better, at the cost of a slight "de-whitening" of appliances, apparent only by comparison. Warm white approaches the color of incandescent bulbs, and gives a warm feel to the room. Deluxe warm white is even more so, and under this light, white appliances tend to look almost pink. The ladies, however, are highly flattered by deluxe warm white.

It is possible, of course, to mix these "flavors" up to suit yourself, but when you get this deep, make sure you get some advice. You may suit yourself and no one else. A great deal depends on the wall colors, the floor and the ceiling.

Accents with Spots

Efficient as they are at pouring out large quantities of light over relatively large areas, fluorescents fall short when it comes to concentrating the light and the attention. Incandescent lamps—particularly the projector and reflector varieties—do much better at this, and so any good lighting job will be accomplished with both kinds of lamps.

Probably most used are the PAR lamps, which come in 150-watt, 200-watt and 300-watt sizes applicable to most stores. "PAR" means "parabolic aluminum reflector" or just "parabolic" depending on who's talking. They carry their own reflectors and are quite efficient. They're best used from points out of the average view, unless special fixtures to beautify them are on hand. Of course, the same lighting job can also be accomplished with ordinary flood and spot-light lamps in special reflector fixtures, or with reflector floods in shielding fixtures.

Spotlights serve to spice up the general scene within your store, and in the windows. They "warm up" anything you choose to use them on, and direct the attention of every visitor to that item. In your window and directed at vertical surfaces, they are often the best device to match the brightness of reflections and so enable shoppers to see your displays.

While you're re-lighting your store, don't forget the working areas. Your best bet is probably to light the offices and benches to the same level as the general illumination in the main sales room. You'll be gratified by the results, both in morale and in efficiency.

Consider a "Ceiling of Light"

One of the most recent—and most striking—entries in the lighting field is the luminous ceiling. It works well for appliances, as the display rooms on the 11th floor of the Merchandise Mart testify. Costs are higher, of course, adding, as a rule of thumb, at least 50 percent to the bill. However, you get a new ceiling for that money, too, and in some old, high-ceilinged stores, this might be the best solution.

Luminous ceilings have advantages like cutting down reflections, elimination of a "forest of fixtures," perhaps acoustical benefits. Their disadvantages may include more maintenance because they catch dust, at least slightly lowered efficiency of the lamps, and of course, the extra cost. Costs of a luminous ceiling job include the furring expense to hang the ceiling, the fixtures and the ceiling itself. The dollar requirements of such a job can range from \$1.50 per square foot (Remember, you're getting a ceiling too) to \$5.00, depending on the fixtures and material.

The Super System

Used as an illustration with this article is a cost-sketch on a "super" system, such as is found only rarely in retail establishments. Where found, however, the "super" lighting invariably generates traffic, practically reaching out onto the street to drag customers in.

Reaching a 200 fc general lighting level, this type of system is definitely on the way, just as 100 fc stores existed in quantity while 50 fc was considered adequate. It is worthwhile to note that the additional costs

over the 100 fc store could still be covered by a three percent sales gain.

According to lighting engineers, this high-level lighting is practical and economical, considered in terms of results. On the technical side, a high level of lighting generates really noticeable heat, and must be taken into account when planning for heating and cooling. The heat gain from lighting cuts heating costs and raises cooling costs. Considered partly as advertising, which such a lighting system would certainly be, the costs look pretty good.

Facts and Figures

In the illustrations and charts used on these pages, the per-square-foot annual costs used are the *total* costs, including installation, maintenance, lamp replacement and power costs. Of course, this is not how the money is spent. Once the big item of installation is out of the way, the month-to-month operating cost, while it may vary widely from before re-lighting, still will not be a significant percentage of the overhead.

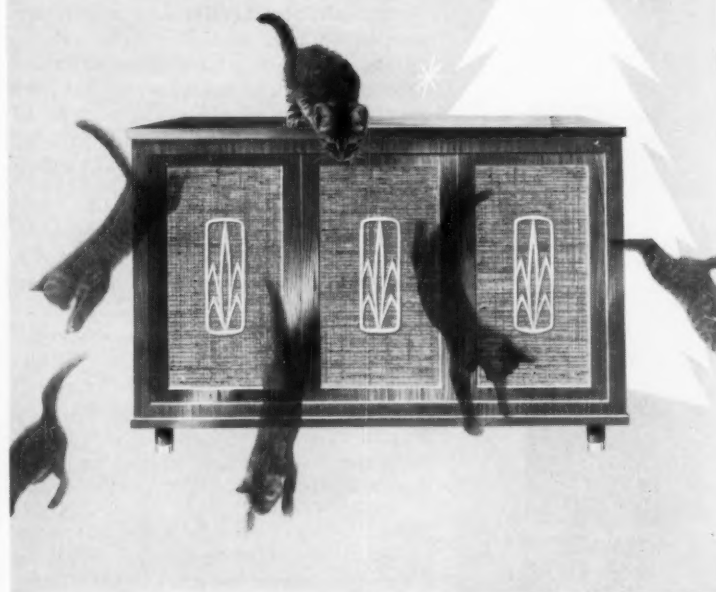
Remember also that a dollar this year buys a lot more light, measured with a meter than it did the last time you did anything about store lighting. The manufacturers have been steadily getting more efficient at turning electrical energy into light. And this year, by all the signs, is a good year for modernizing, as it's a buyer's market, and the competition has been rough for everybody else, too.

Lastly, remember those figures about increased sales volume. A three percent increase is all it takes to pay for better lighting, and the case histories point to much better results than that. This means that over the long run, you can get better lighting for so little cost that, if your store could stand any improvement at all, you can't afford not to re-light it. *End*



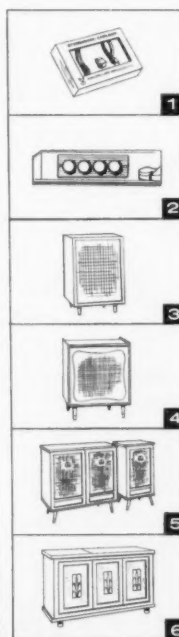
"TAKE IT EASY, HARRY. THEY'RE G.E., TOO."

NO MATTER WHICH WAY THE CAT JUMPS...



The 4-footed audiophile is taking his stand on our complete, self-contained stereo console.

YOU'RE READY FOR CHRISTMAS SELLING WITH THE STROMBERG-CARLSON LINE!



Stereo is hot—and you're going to sell a lot of it. But these two questions need answering: A. Which way will the public want stereo? B. What happens to your monaural sales?

ABOUT STEREO: No matter where public fancy turns, you can meet it with the Stromberg-Carlson line. Here's what we offer to enable you to give your customers stereo any way they want it:

1. *CSK-2 Conversion Kit*—enables you to convert any changer to stereo.
2. *Second channel amplifier*—enables you to add stereo to monaural sets.
3. *Harmonizing speaker and cabinet.*
4. *Second channel amplifier-speaker system.*
5. *Dual-channel console with matching separate enclosure and speaker.*
6. *Complete, self-contained stereo console.*

WHAT ABOUT MONAURAL? Stereo will be important—but we're convinced that monaural will continue to be a vital part of your sales. With our line you can sell monaural with the assurance of easy, inexpensive addition of stereo whenever your customers are ready. So get set for a tremendous Christmas season. Call, wire or write for full details.

"There is nothing finer than a Stromberg-Carlson"

STROMBERG-CARLSON

A DIVISION OF GENERAL DYNAMICS CORPORATION
1433 N. GOODMAN STREET • ROCHESTER 3, N. Y.
Electronic and communication products for home, industry and defense



people IN THE NEWS



PAUL M. AUGENSTEIN

Airtemp Div., Chrysler Corp.—Paul M. Augenstein has been appointed president. Before joining Chrysler Augenstein was general manager of G.E.'s room air conditioner activities. An additional executive appointee is Joseph B. Ogden who has been appointed vice president in charge of sales. Ogden had been general manager of the corporation's air conditioning division at St. Joseph, Mich.

Radio Corp. of America—Charles M. Odorizzi has been named executive vice president for consumer products and services. P. J. Casella becomes executive vice president, consumer products, with responsibility for the RCA Victor TV division, RCA Victor radio and "Victrola" division, and the RCA record division. Martin F. Bennett, formerly vice president, merchandising, becomes vice president, distribution.

Philco Corp.—Roger S. Drew has been appointed assistant to James J. Shallow, general manager, merchandising. Drew was previously associated with Radio Corp. of America in color television.

National Electrical Manufacturing Association—J. B. Ogden, vice president-sales, Airtemp division, Chrysler Corp., has been re-elected chairman of the association's room air conditioner section. L. M. Larkin, general manager, air conditioning division Whirlpool Corp., was elected vice-chairman of the section succeeding Paul Augenstein.

Hamilton Beach Co.—M. A. Hoff has been appointed western regional sales manager, with responsibility for the firm's sales in all of the Pacific coast states.

Zenith Radio Corp.—The board of directors have announced the election of Harry Schechter as vice-president. Schechter is general manager of Zenith-New York which handles the company's distribution in the New York metropolitan area.

Gibson Refrigerator Co.—Milo J. Chavez, formerly field sales manager of room air conditioners has been named manager of central air conditioners. Chavez is succeeded by Charles D. Seltzer.

Midwest Mower Corp.—Paul H. Christensen has been appointed vice president in charge of sales for the St. Louis, Mo., manufacturer.

Motorola, Inc.—W. E. Laswell has been promoted from western regional sales manager to national radio and phonograph sales manager for the consumer products division. A regional appointee is T. J. Morley named sales manager for the company's northwestern sales area.



ROBERT H. QUAYLE

Norge Div., Borg-Warner Corp.—Robert H. Quayle, Jr., has been named executive vice president. Quayle was formerly a divisional merchandise manager with Montgomery Ward & Co. Herbert M. Reeves, Jr., is the newly appointed manager of mobile home appliance sales and Clifford G. Miller district manager of the division for Ohio, Kentucky and western Pennsylvania.



LINCOLN M. LARKIN

Whirlpool Corporation—Lincoln M. Larkin has been named general manager of the air conditioning division. Larkin had been product manager for air conditioning since joining Whirlpool in 1955.

Coolerator Div., McGraw-Edison Co.—William G. Kronauge has been named vice president in charge of sales for the division.

Wright Manufacturing Co.—Joseph A. Nuber has been named director of advertising and sales promotion. Nuber held a similar position for ten years with another evaporative cooler manufacturer.

F. E. Myers & Bro. Co.—Donald H. Paulson, marketing manager, has been named marketing planning manager. Donald E. Brubaker is the newly appointed sales administration manager.

Ben-Hur Mfg. Co.—Ken Trout has been named assistant sales manager. Trout had previously served as Detroit district sales manager.

Siegler Corp.—Dan W. Burns and Robert T. Campion have been elected vice presidents.



JOSEPH B. OGDEN



CHARLES ODORIZZI



P. J. CASELLA



MARTIN F. BENNETT

scheduled meetings

The National Electrical Manufacturer's Association will hold its annual meeting at the Traymore Hotel in Atlantic City, N. J., November 10 to 14.

The year-end meeting of the Institute of Appliance Manufacturers takes place in Dallas, Texas, December 7 through 9. Headquarters will be in the Statler-Hilton Hotel.

NARDA's annual convention will be held in Chicago, January 11, 12 and 13 with the first meeting at the M & M Club in the Merchandise Mart, and the balance of scheduled sessions at the Conrad Hilton.

The 30th NHMA National Housewares Exhibit is scheduled for Chicago's Navy Pier Monday, January 12 through Friday, January 16.

The 15th annual convention of the National Association of Home Builders will be held in Chicago, January 18 to 22. Exhibit areas will be at the Conrad Hilton, Sherman and Coliseum.

"Selling is Everybody's Job" will be the theme of the 48th annual convention of the National Retail Merchant's Association. The NRMA convention is scheduled for January 12-15 at the Hotel Statler in New York.

The annual meeting and exposition of the American Society of Heating and Air-Conditioning Engineers, Inc., is scheduled for Philadelphia, Pa., January 26-30.

The Home Improvement Products Show will be held at New York City's Coliseum, February 4, 5 and 6th.



The way you want to shoot at customers today is with "selling" cannon... with advertising and merchandising dynamite—the kind you get when you tie-in with U. S. Steel's Steelmark Program! This year-round bombardment of the American consumer doesn't just *tell* people about the wonderful benefits of products of steel. It *sells* people—47 million a month—with full-color spreads in SATURDAY EVENING POST and TIME and commercials on U. S. STEEL HOUR Network Television. It sells them

on going to the store that displays the Steelmark and *buying* products that carry the Steelmark!

This is your big chance to sell *all* products made of steel! Make *yours* the store they come to! Tie-in with this year-round program. Tag your merchandise with the extra sell of the Steelmark. Feature Steelmark department banners in your store. Use all the display materials contained in the Steelmark kit. It's free! Send for *your* kit today!

USS is a registered trademark

OVER 14,000 SELLING-WISE RETAILERS HAVE KITS! DO YOU HAVE YOURS?



United States Steel

NOW...MAKE UP TO 21.7% EXTRA PROFIT ON EVERY LIGHT BULB YOU SELL

with New Westinghouse
Eye Saving White bulbs

Nation-wide sales figures prove it! New Shape Westinghouse Eye Saving White bulbs are the biggest sales and profit-builders in light bulb history. Bigger sales—because consumers prefer their modern shape and built-in glare-protection. Bigger profits—because you make 21.7% extra profit on every 100-watt bulb you sell. For any dealer, that's at least \$3.00 more per case!

Dealer demand is unprecedented, so order your stocks of 60- and 100-watt bulbs now. Colorful cases, streamers and displays come free with your order. Call your local authorized Westinghouse Lamp Agent or write Westinghouse Lamp Division, Bloomfield, N. J.



FREE DISPLAYS: Specify the display of your choice when you order... giant pennant kit, counter display kit, illuminated demonstrator, floorstand merchandiser.



HARDWARE STORE: "...sales of all bulbs are up 80% since we put up our display"



VARIETY STORE: "New shape bulbs are out-selling old style better than two to one."



SUPERMARKET: "... sold 14 cases of the new shape bulbs in the first three weeks."

%
Y

ALL NEW
Westinghouse
EYE SAVING
WHITE
LIGHT BULBS

When
ay kit,
andiser.



ases of the
ee weeks."

NG



New Shape!

New Sales
Appeal!

New Profit
Making Power!

**NOW
AVAILABLE**

Advance demand has been so great
that our manufacturing departments
have been forced to do the impossi-
ble. Quantities of these great new
bulbs are now available—months
ahead of schedule.

YOU CAN BE SURE...IF IT'S

Westinghouse

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS"
CBS TV MONDAYS



DRUG STORE: "...put new life in my light bulb business.
Now selling half again as many bulbs of all kinds."

HERE'S HOW Hot

Five million reasons why this is THE WORLD'S FINEST ELECTRIC RANGE



Five Million Electric Ranges have now been built by Hotpoint . . . far more than the total built by any other manufacturer.

And this matchless experience is what has enabled us to achieve the newest Hotpoint you see pictured here — the finest electric range ever built.

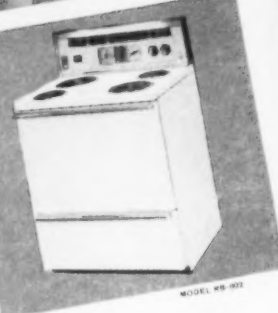
Here are just a few of the thrilling things it brings you:
Truly Automatic Electric Cooking—in a range only 30 inches wide. Not just automatic temperature control, but automatic *time* control as well on the Super-matic Calrod® Surface Unit which prevents scorching, burning and boil-overs . . . Color-lighted pushbuttons tell you which of 5 measured heats is in use . . . The Automatic Mealtimer shuts off any cook-

ing unit automatically at the time you select—from one minute to 4½ hours.

New Full-Width Super Oven that cooks oven bakers for up to 35—or a light meal for 2—all automatically—whether you're at home or miles away.

New Rota-Grill Rotisserie that brings outdoor barbecue fun and flavor indoors—but *without* the bother and fuss. Easily holds a 15 pound ham or roast—and it's one-third faster than roasting.

Hurry to your Hotpoint Dealer's and see this handsome Hotpoint—in classic white or in four lovely Colortones. He has a complete line of Hotpoint models—sized and priced to suit every family's needs and fit every family's budget.



MODEL 48-902

Hotpoint

HOTPOINT CO.

(A Division of General Electric Co.), Chicago 44



LOOK FOR
THAT HOTPOINT
DIFFERENCE

Hotpoint

IS PRE-SELLING 1959 RANGES FOR HOTPOINT DEALERS!

Full-page ads like this will be selling range prospects all over the country—in these mass circulation magazines—



Dealers have sold more than five million Hotpoint-built ranges—far more than the total built by any other manufacturer. This is factual proof that Hotpoint Dealers are selling the features and the quality that most women want. That means fast sales—as well as profitable sales.

Get the story on the complete 1959 Hotpoint Line from your Distributor today. You'll find that there are the right 30 and 39-inch models—at the right prices—for every market need!



Life October 27	Household November
Better Homes & Gardens December	Successful Farming November
American Home December	Farm Journal November
Sunset December	Progressive Farmer November

Hotpoint Dealers' profit opportunities are greater than ever before...
If you're not a Hotpoint Dealer—you should be!

Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

ONLY "SLUMBEREST" ELECTRICAL BED COVERINGS CAN OFFER YOU—

- 1 A full line — blankets, coverlets, sleeping pads!
- 2 Unconditional full TWO-year replacement guarantee on all products!
- 3 Prices that allow you to under-sell ALL competition!

Slumberest®
your DELUXE line



Winter Warm®
for promotional selling

THE SLUMBEREST CO. is one of the world's largest manufacturers of automatic electrical bed coverings — is the ONLY manufacturer who makes electric coverlets and mattress pads as well as blankets.

Rest assured with Slumberest

WRITE US FOR INFORMATION!

SLUMBEREST COMPANY

P. O. Box 234, Georgetown, Kentucky

news AT A GLANCE

The Tappan Company's sales have reached an all time high according to company spokesmen. Sales for Tappan through August, 1958 were reported at 12 percent ahead of 1957, the previous high year. September was expected to be the greatest sales month in Tappan history, and both the company's Mansfield, Ohio, and Murray, Kentucky plants were adding additional employees to take care of increased production.

General Electric Co., has announced that it will again sponsor its annual \$5,000 residential Christmas lighting contest. Willard H. Robinson, Jr., manager of marketing for the miniature lamp department estimated that more than 1500 communities sponsored Christmas lighting contests during the 1957 holiday season. Details of the contest are contained in a booklet offered by G. E., "How to Conduct Your Christmas Lighting Contest". Information is available from The Inquiry Bureau, General Electric Lamp Division, Nela Park, Cleveland, Ohio.

Remington Rand has announced its second annual electric shaver "Share of America" contest. The contest calls for completion by shaver purchasers of the statement, "A Remington Electric shaver is an ideal gift because . . ." Top contest award among 408 prizes is \$50,000 in stocks or bonds, with lesser amounts of stocks and bonds for secondary winners. Total prizes offered by the company amount to \$160,000 in stocks and bonds of the winner's choice.

Frigidaire has initiated the most comprehensive use of TV advertising in its history, with five top NBC network daytime shows running a regular schedule of commercials for Frigidaire appliances. The new program is expected to gain for Frigidaire the greatest audience and consistency the company's advertising has ever enjoyed. Shows will be broadcast over approximately 150 stations to a potential of over 17,000,000 homes.

Gibson Refrigerator Co., expects to increase its sales next year 10 to 20 percent above its 1958 all-time record. W. C. Conley, sales vice-president reports that in the past nine months Gibson's share of the total household refrigerator market has increased 22 percent. Conley also disclosed that the company's share of the total room air conditioner market rose even more spectacularly, 50 percent. Advance orders for the company's product are the highest in Gibson's 51-year history.

Formation of Better Kitchens Institute, designed to provide the homemaker with basic information on workable kitchen plans and new kitchen products has been announced by seven leading manufacturers of steel kitchen cabinets. Institute members include General Electric, Geneva, Marvel Metal Products, Republic Steel, Berger Division, St. Charles Mfg. Co., Whirlpool Corp. and Youngstown Kitchens. Other members are the American Gas Association, Ferro Corp., Formica Corp., Just Mfg. Co., NuTone, Inc., Progress Mfg. Co., Stanley Hardware Div. of Stanley Works, and Trade Wind Motorfans, Inc. As an initial step the Institute will offer a free, comprehensive, "Kitchen Planning Book" to the homemaker. Copies may be obtained by writing Better Kitchens Institute, 812 Engineers Bldg., Cleveland 13, Ohio.

Distributor orders for more than \$30,000,000 in Norge home appliances were booked during an eight-day, cross country trip recently completed by Judson S. Sayre, president, and four other company executives. Sayre predicted that sales in the third quarter will climb at least 10 percent above a like period in 1957 and that only lack of merchandise would prevent an even higher increase. Sayre stated that the way orders for merchandise were being received Norge could be sold out for 1958 by October 15.



Officers of International Association of Electrical Leagues for 1959 include William M. Freudigman, left; John McDermott, president, center, and Clif C. Simpson, vice president. Don E. Rosenthal, newly elected secretary was not present when the picture was taken.

Production and shipments of **Zenith Radio Corporation** products in the month of August were more than twenty percent ahead of August, 1957, and were the highest of any month in the company's history. Hugh Robertson, president of Zenith stated that "record sales volume is a continuation of the expanding consumer demand for Zenith products which has put first half sales and profits 12 and 24 percent ahead of the corresponding 1957 period".

Raytheon Mfg. Co., has announced the formation of a distributor products division, which will stock in the same warehouses Raytheon's complete line of receiving tubes, picture tubes, semi-conductors, power tubes and industrial tubes, as well as knobs and other components formerly handled by separate company divisions. Consolidation of sources of supply at the company's Massachusetts headquarters is expected to save individual distributors time and money now consumed in placing orders to separate addresses for each product line. Also announced was a new discount policy providing for two percent discount on invoices paid within forty days of the invoice date.

An extensive **Live Better Electrically** kitchen tour program will be conducted during the fall months by electric utilities in seven states. The activities are planned for Virginia, West Virginia, Texas, Louisiana, Wisconsin, Washington, Kansas, and New York.

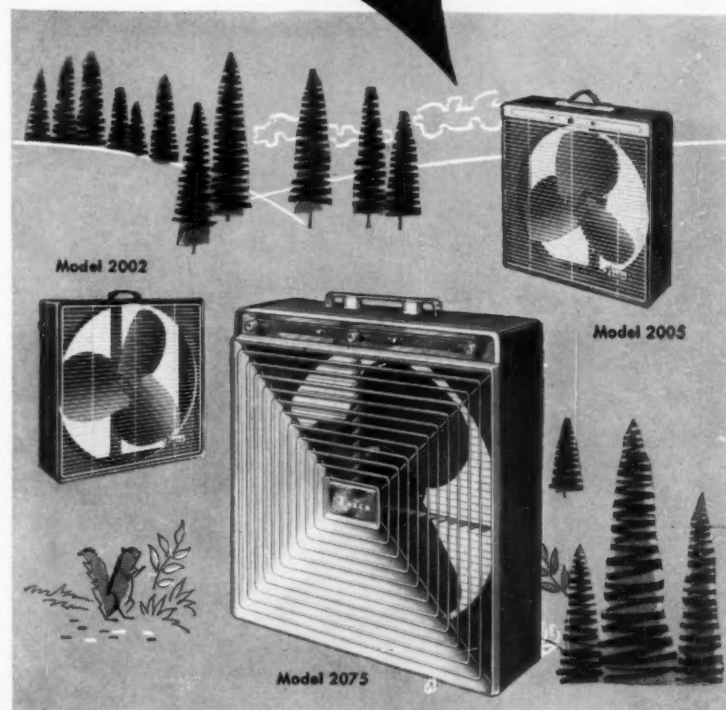
The **U. S. Supreme Court** has ruled against efforts by appliance and auto manufacturers to collect more than \$500-million in excise tax refunds. Refusing to review rulings by the U. S. Court of Claims that manufacturers must pay excise taxes on the full sales price of their articles, including the price of repair warranties, the High Court indicated that companies are not entitled to tax refunds for parts and services expended in making good on warranties. Both the Ford Motor Co., and General Motor's Frigidaire division thus lost in their efforts to gain a Supreme Court review of the lower court rulings. Frigidaire had claimed refunds of approximately \$2.5 million.



Gas Looks Ahead

Dream Appliances which use gas as a fuel were featured in this Miracle Kitchen exhibited by RCA Whirlpool at the American Gas Assn. convention in Atlantic City. Secret of this gridless, flameless gas burner is a "power burner" which mixes air and gas before combustion. No secondary air is needed and combustion is virtually complete. As a result, entire unit can be concealed under flush surface like these ceramic squares.

Make sure you have the New Slim Trim LOOK of **FASCO**



Here are fans with all the glamour and sparkle of today's square, slim modern look. Smart decorator colors of mocha brown . . . off-white high impact resistant plastic diffuser grille . . . gleaming gold instrument panel make the deluxe fan a sure sales winner. All other models are equally as modern with the slim trim look. Just seven Fasco models are all you need to give a complete selection to your customers. There's a fresh look all about Fasco—new line—new prices—new sales policies. Send in the coupon for beautiful color catalog and complete information.

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EM 11-58

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MODEL DF-240:
23.8 cubic foot capacity;
holds 833 pounds of food!

Made Only By **Amana**
Backed By a Century-Old Tradition
Of Fine Craftsmanship

- ★ Holds up to 18% More Food!
- ★ Advanced New Features!
- ★ New Competitive Prices!
- ★ Famous Deepfreeze Double Warranty!
- ★ Prices That Suit Every Budget!



MODEL DF-180:
17.4 cubic foot capacity;
holds 609 pounds of food!



MODEL DF-110:
11.0 cubic foot capacity;
holds 385 pounds of food!

COMPARE! YOU CAN'T SELL AGAINST THEM... SO WHY NOT SELL DEEPFREEZE!

- **All-New Design!** Bigger inside, no bigger outside. No skimping on insulation. Holds up to 18% more food.
- **Exclusive Hand-Packed Insulation!** 3½ inches of high density insulation assures maximum protection.
- **Deepfreeze Zero-Wall Construction!** Provides 100% freezing wall surface. Food is completely wrapped in cold.
- **Exclusive Radiant Condenser!** Up to 60% more efficient! Wrap-around coils with new positive-contact clamps.
- **Self-Aligning "Easy-Lift" Lid!** Gives finger-tip ease—positive seal. Soft-Lok latch, tamper-proof lock, automatic interior light, "Twilite" Blue interior.

- **Famous Deepfreeze Double Warranty!** Complete protection. 5-year warranty on motor compressor . . . 1-year warranty on freezer . . . 3-year warranty against food spoilage due to mechanical failure of the refrigeration system.

COMMANDING IN QUALITY! COMPETITIVE IN PRICE!

Just ask your distributor. And see the complete line—Deepfreeze Food Freezers. Amana Freezer-Plus-Refrigerators. Room and Central-System Air Conditioning. Dehumidifiers, and the famous Amana Stor-Mor Freezer—Guaranteed to Outperform All Others.

DEEPFREEZE IS BEING BACKED BY THE MOST EXCITING NEW SHOWS ON TELEVISION

Peter Lind Hayes Show
Every Tuesday, 11:30 to 12:00



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with Johnny Carson**
Every Thursday, 3:30 to 4:00



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new products

ANNA A. NOONE Editor



Frigidaire 40-in. Custom Imperial range

Frigidaire Introduces Four New Lines for 1959

Four new lines of home appliances for 1959 are announced by Frigidaire: 9 electric ranges; 11 refrigerators, including 2 Frost-Proof combinations with frostless freezing systems; 6 upright and chest food freezers, and 11 room air conditioners.

Feature of the range line is a "pull 'n clean" oven that pulls out like a drawer for easy cleaning; top lifts out exposing inside of oven for stand-up cleaning; sealed, self-cleaning oven elements at bottom and top, also comes out, leaving oven floor unobstructed for cleaning; shelves can be removed for washing at sink. This new oven is featured in 4 of 5 40-in. ranges.

High-wall spatter-free broiler grill that operates on the double boiler principle, is carried over from 1958 line.

All control knobs on backpanel are removable to clean; raised edge around top prevents spill-overs from dripping down the side; surface units feature new, self-cleaning sealed Radiantube elements that tilt up out of the way for cleaning chromium trim ring and porcelain enamel drip bowl.

Full-width utility drawer at bottom is also removable.

RCI-39 Custom Imperial, 39-in. range, has French oven doors; all models finished in acid resisting porcelain enamel inside and out; a surface unit equipped with heat-minding device renders any utensil

automatic; Meat Tender can be set for rare, medium or well done; automatic Cookmaster makes it possible to cook entire meal in homemaker's absence; some models have automatic broiler controls. Other features include a deepwell cooker with controlled temperatures; automatic rotisserie; high speed surface unit; automatic time signal; automatic outlet for small appliances; full-width fluorescent top lamp; built-in electric clock; choice of colors for top-line models include Aztec copper, turquoise, charcoal, pink and yellow; sheer look design is continued.

Refrigerators

A delicate lacework styling is featured in the sheer look exterior



Frigidaire Frost-Proof refrigerator-freezer

design of 1959 refrigerator line. The Frost-Proof system is featured in 2 top refrigerator-freezers: a single door 12.4 cu. ft. unit with 90 lb. capacity separate freezer at bottom; and a 2-door, 14.2 cu. ft. model with 133 lb. freezer section below. Defrosting is eliminated completely, frost never collects in freezer because dry frigid air, forced gently through freezer section carries away heat and moisture; packages never frost up or stick, ice cubes are clean and dry; other features include roll-out baskets; roll-out shelves; a built-in ejector and storage bin in freezer; freezer door has on-end storage of commercial packages; special drawer type Hydrators in food compartment; "picture window" unit unfolds from door; full-width door storage includes a special container for eggs.

In the 11-model line many top-line features are carried throughout. A 14.4 cu. ft., 2-door Cold Pantry refrigerator-freezer combination, has Flowing Cold in refrigerator section, together with a 12.2 cu. ft. 2-door refrigerator-freezer and a 12.3 cu. ft. single door combination. Super and Deluxe refrigerators with conventional cooling systems range from 9 to 13 cu. ft. in storage capacity; top models come in 5 colors, Aztec copper, turquoise, charcoal, pink and yellow as well as white; all Dulux enamel finish models are available with right or left-hand doors; 3 models have white porcelain enamel exteriors.

Freezers

Six food freezers in line include 4 uprights and 2 chest models with storage capacities from 12.3 to 20 cu. ft.; top model, 15 cu. ft. Imperial matches 14.2 cu. ft. Frost-Proof refrigerator-freezer or the 14.4 cu. ft. Cold Pantry combination. Features include lacework panels; full-width door handle; 525 lb. capacity; 3 fast freezing



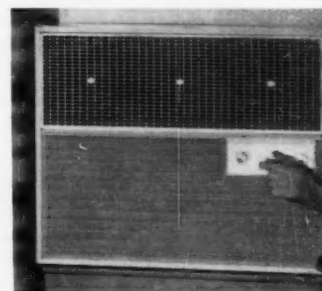
Frigidaire 15 cu. ft. freezer

shelves, removable shelf and a roll-out basket drawer; drop-down shelf fronts; 5 full-width shelves on door plus a frozen juice can holder; automatic interior light.

Deluxe 20-cu. ft. upright has 700 lb. capacity, 5 full-width shelves, rolling baskets and door shelves. Other Deluxe uprights include a 15 cu. ft., 525 lb. model and a 12.3 cu. ft. model which holds up to 430 lbs.

Chest model 17.5 is counter high; light recessed in counter-balanced lid near center illuminates interior; fast-freezing step shelf at one end; holds up to 612 lbs. frozen food; 2 sliding baskets and movable "fence" divider are standard.

Similar in design is a smaller chest with 12.5 cu. ft. capacity; stores 438 lbs. Freezers are powered with sealed, rotary Meter-Miser compressors of same design as refrigerators; most freezers feature built-in locks; a \$300 warranty on food spoilage for 3 years on all models.



Frigidaire vertical air conditioner

Air Conditioners

11 basic models include 9 verticals 15-1/4 in. deep, and 2 extra-capacity horizontal units with cooling capacities from 6500 to 16,500 Btus per hr.

Two new "Lone Star" units in Super and Deluxe series, each with 12,400 Btu capacity designed for hi-heat and humidity areas have a new "Hi-Dri" control that permits unit to operate, drying room air, even though thermostat no longer calls for cooling.

All models have dry-cooling system that removes up to a barrel of water from air each week; heart of operation is Super Meter-Miser compressor and deep-cold Dehumidi-Coil.

Two new "All Seasons" vertical models provide reverse cycle heating as well as cooling; Imperial, with 10,100 Btu cooling capacity has automatic dehumidification, thermostatic controls and automatic changeover from cooling

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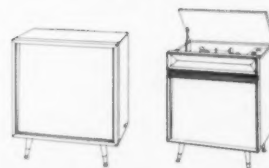
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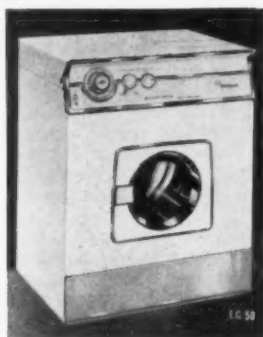
new products

Frigidaire (cont'd)

to heating; Deluxe "All Seasons" unit of similar design has cooling capacity of 8,600 Btus per hr.

Other vertical units include a 115-volt, 7.5 amp Super with 6,500 Btu capacity; an 8,600 Btu Super; an 8,600 Btu Deluxe, 7,800 Btu 115-volt 9.9 amp Imperial and a 10,100 Btu Imperial.

Imperial verticals combine smooth fans and new sound-trap and internally suspended compressor for quiet operation; Fibrous glass filters slip into tilt bin on vertical models—lifts out of bottom of horizontal models; 3-way air controls, air control dials to bring in fresh air or exhaust stale air are other features. May be installed in almost any window or room location—through-wall, under window, over door, completely inside room in standard or case-ment windows, or completely outside window, permitting window to open and close. Sheer look styling and new silver sand color blends with every decor. Frigidaire Div., General Motors Corp., Dayton, 1, Ohio.



RCA-Whirlpool washer-dryer EC-50

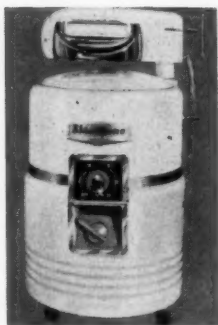
RCA-Whirlpool Washer-Dryer

Whirlpool's washer-dryer combination provides laundering for any fabric with wash temperatures of cold, warm, medium or hot and cold or warm rinses; and drying low, delicate or air (room temperature).

Available in electric (EC-50) or gas (EC-55) it has a built-in water heater for right wash temperatures; Filter Stream wash and rinse action consumes low water and detergent quantities: 12 gals. of hot and cold water plus whatever amount fabric absorbs are used in washing and rinsing a full 10-lb. load (3 gals. in wash cycle and 3 in each of 3 rinses).

Front of 33-in. wide unit is illuminated by a full-width fluorescent light built into mantel back above porcelain enamel top; controls can be set to use unit as washer only, as dryer only, or as a combination in a continuous operation. Any phase can be shortened, repeated, lengthened, skipped or stopped. Both models, available in white, pink or yellow.

Price, EC-50, \$439.95; EC-55, \$579.95. RCA-Whirlpool Home Appliance Div., Whirlpool Corp., St. Joseph, Mich.

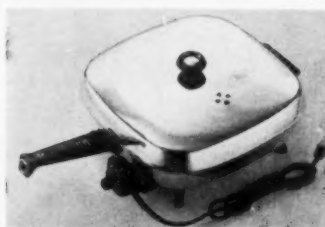


Blackstone WRA-30P wringer washer

Blackstone Wringer Washers

First 2 of 4 new wringer washer models are announced by Blackstone; each has 10 lbs. capacity; porcelain enamel tub with bullet-type rim to prevent splashing; Hi-Vane agitator in all 4 washers; 2 are equipped with pump or drain, providing 6 different machines.

High end of line, WRA-30P, has control panel in black, gold and chrome; deluxe Lovell wringer with chrome drainboard; large size plastic lint-filter and water cleaner operates in conjunction with pump and drain hose as water is recirculated into tub; styling includes white porcelain enamel tub, aqua controls, gold colored trim band; control panel provides 5-phase, on-off-automatic operation including wash-n-wear. Blackstone Corp., Jamestown, N.Y.



G-E king-size skillet C-121

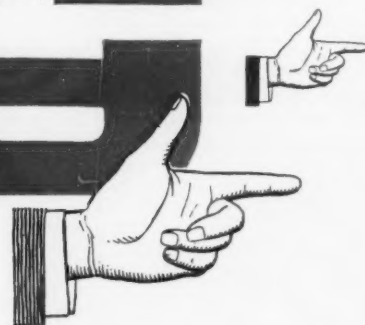
G-E Skillet

King-size square automatic skillet, C-121, is announced by G-E. Features include family-size capacity; polished cast aluminum body; heat-resistant plastic handle and feet; skillet is completely immersible for cleaning; and includes a ring on handle for hang-on-wall storage; comes equipped with cover with adjustable vent; cooking chart on skillet handle gives correct temperatures for many cooking operations.

Designed for use with removable silicone thermostat, available as separate item; thermostat can also be used with smaller square skillet also with 2 automatic saucepans.

Price: Thermostat \$7.95 extra; C-121 separate, \$20.95. General Electric Co., Housewares and Radio Receiver Div., Bridgeport, Conn.

GENERAL ELECTRIC



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Significant...because the U.S. Department of Vital Statistics reveals that the bridal market will reach a total of 1,660,000 marriages in 1959 . . . 1,927,000 in 1964 . . . 2,279,000 in 1970. Concurrently there is a consistent trend toward equal numbers of weddings in each month, which means more monthly purchases by this Must-Buy market. Based on an average expenditure of \$3,388 the present five billion dollar market will swell to 7½ billion by 1970.

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MODERN BRIDE

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MODERN BRIDE 6 TIMES A YEAR MEANS...



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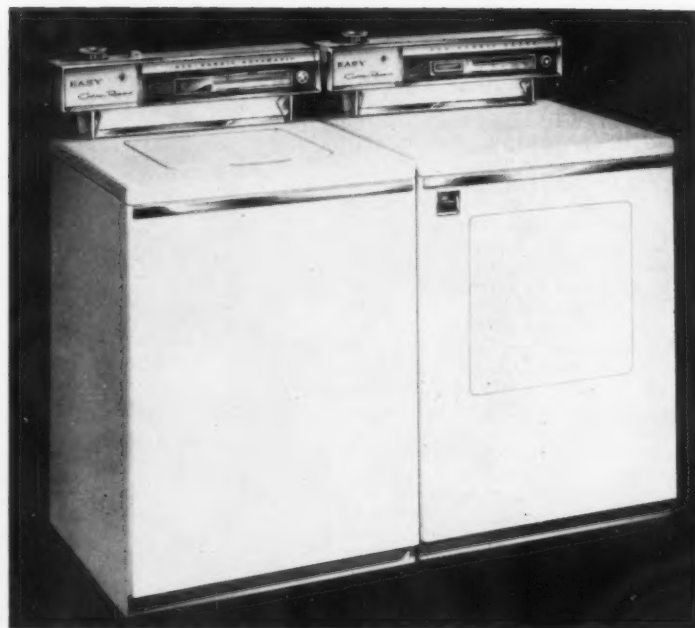
MEMO TO APPLIANCE MANUFACTURERS AND DEALERS:

This is what MB/6 means to you! In 1959, 750,000 Modern Bride readers will spend an average of \$957.97* on household and major electrical appliances...representing a year 'round market of nearly 266 million dollars. Now with MB/6 you will be able to tell and sell this Must-Buy bride-to-be your products...at precisely the Must-Buy period, and at the lowest cost per thousand of any bridal publication. For details, contact your Modern Bride representative.

*Based on % of MB readers who actually bought

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new products



Easy Golden Regent washer ADK and matching dryer DDK

Easy Announces 1959

Laundry Line

Easy's 1959 "K" line of automatic washers and dryers consists of 2 automatic washers: "Golden Regent" and Riviera", and 4 automatic dryers to match (2 electric and 2 gas).

"Golden Regent" ADK washer features an automatic, all-purpose fabric conditioner dispenser located inside Spiralator—filled at top opening when clothes are put into machine, dispenser holds conditioner until tub is filled for final rinse when dispenser automatically adds conditioner to rinse water. "Program Selector", another new feature, offers choice of 4 wash programs with single control: "Regular Wash—Hot"—vigorous wash action and high spin speed with hot water wash and warm water rinse; "Regular Wash—Medium Hot"—same action and speed with medium hot water wash and warm rinse; "Short Gentle Wash—Warm"—gentle wash action at low spin speed on warm wash and warm rinse; "Gentle Cool—for wash-'n-wear, gentle wash action at low spin, speed, cool wash and rinse water.

Illuminated "penthouse" control panel at eye level with easy-to-set-and-see timer dial, rinse selector, automatic stop button; Timer Dial automatically follows cycle, can also be set for "soak"; normal setting on rinse selector follows Program Selector temperature with cold rinse setting also available. Other features include Spiralator wash action, tip-top filter in lid, pushbutton water saver;

sediment rejector; automatic, suds return optional.

Riviera ABK, has 3 wash temperatures: cold, warm, hot; 2 rinse temperatures: cold or warm; "Master mind" dial can be set for normal or fine fabric cycles; pre-wash soak; 2 wash and spin speeds; other features are Spiralator action, sediment rejector; illuminated control panel.

Dryers

Golden Regent matching automatic dryer DDK in gas or electric has 5 drying temperatures: warm, low, high, fluff-'n-tumble with no heat, and wash-'n-wear; 14-blade, heat-resistant fan circulates over 200 cfm through rust-resistant, baked-on finish cylinder; giant lint tray located inside door opening; dryer automatically stops when door is opened, restarts when closed; fabrics refresher adds scent to clothes—amount added to each load is adjustable; illuminated control panel matches ADK washer.

Riviera dryer DBK, gas or electric, has 3 settings: normal, fine and fluff-'n-tumble; drying timer dial has 15-min. graduations up to 60-min.; can be set past 60-min. up to 3-hrs. for heavy articles; has same blower fan, lint tray and automatic door switch as DDK.

Prices, ADK, washer \$369.95; ABK, \$259.45; dryers DDK, \$279.95; DBK, \$219.95 (gas \$30 more). Easy Laundry Appliance Div., The Murray Corp. of America, 919 N. Michigan Ave., Chicago 11, Ill.

new products



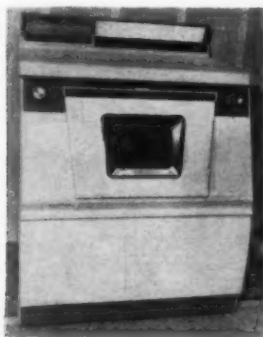
Sub-Zero freezer 16-F and 20-F

Sub-Zero Freezers

Sub-Zero announces addition of 2 new models to upright square freezer line; polished extruded aluminum door frames; white baked-on enamel finish; Laminar Fiberglas insulation 3½ in. thick; adjustable temperature control; trigger action latches for positive door seal; door handles equipped with key operated built-in lock; hermetically sealed condensing units with service valves are other features.

Model 16-F has a ¼ h.p. unit; 20-F has a ½ h.p. unit; floating-type freezer coils prevent freezer burn and keeps food in good condition; every shelf is a fast-freezing surface; all foods are on or directly below a coiled Sub-Zero freezing surface; line has an all-aluminum interior.

In addition to square line, Sub-Zero makes the "D" line of all-aluminum freezers, combination refrigerator-freezer and a complete line of built-in equipment and milk coolers. Sub-Zero Freezer Co., Inc., Madison, Wis.



Westinghouse Cosmopolitan combination

Westinghouse Combination Washer-Dryer

"Westinghouse Cosmopolitan with Program Center" operates on a "program" rather than set cycles that are repeated the same each time. "Programs" actually adapt themselves to types of garments being washed. Turning 1 dial sets wash programs that automatically cover correct wash time, water temperature, rinse water temperature and amount of spin time; some programs even add or sub-

tract rinses and spins to handle new "wash-n-wear" fabrics. Another feature—automatic dry, automatically shuts off unit when clothes are perfectly dry; time cycle drying or damp drying is also provided; special drying programs are provided for "wash-n-wear".

Fabric conditioner dispenser automatically injects into final rinse a liquid or powder conditioner to make all fabrics softer, fluffier and easier to iron.

Employing a revolving agitator washing principle, the unit has a weighing door which is a scale and the weight of clothes governs amount of soap and water needed; saves up to 12-gal. water a load.

Dryer operation employs a direct airflow system which blows warm air directly into clothes. It has a 10-lb. capacity; is 32-in. wide, 37-in. high (42-in. in rear including elevated control panel) and 28-in. deep, including control panel overhang.

2-dial instructions keynotes simplicity; "program center" at left rear indexes control settings for all types fabrics and operations and indicates to user what setting to use on washer control, left front, and dryer control, right front. Westinghouse Electric Corp., Mansfield, O.



Kinzee sink-cooking unit

Kinzee Kitchen Units

Kinzee announces three new lines: a complete line of steel cabinets in white or colors; formica drawer sinks in 30- or 36-in. sizes with right or left drainboard, for limited space areas combines a 16 x 21 in. sink, formica work top, drawer and storage space. Promotional priced line consisting of 24SBX economy sink suitable for motels, bungalows and small apartments, and a new 1-piece wall cabinet 42WU. Custom line combines steel cabinets and plastic laminated wood fronts in wood grain finishes, plus special purpose cabinets for built-ins.

30-in. unit (shown) consists of a complete cooking unit, sink, formica work top (made possible through a removable sink cover converting sink to work counter) deluxe cabinet provides storage space, utility drawer, soak basket and towel rack. Kinzee Products, Inc., 259 2nd St., Saddle Brook, N. J.

NEW KITCHENS



new products



Kelvinator refrigerator-freezer K79J-14 (left), and KVJ-14 freezer (right)

Kelvinator Announces 1959 "Style Mark" Line

Seven "Style Mark" refrigerators; 7 home freezers and 6 electric ranges are announced by Kelvinator for 1959.

All 1959 refrigerators available in pink, yellow, turquoise or white exteriors; all have square-corner styling to fit any kitchen decor; doors open flush with cabinets.

Top models, K79J-14 and K78J-13, can be built-in flush to wall because there are no refrigeration coils on back; "cold-clear-to-floor" design uses space at cabinet bottom for additional "package pantry" storage of odd-size bundles; waist-high "Cold Mist Freshener" provides low temperature and high humidity storage for 38-qts. in completely enclosed compartment; portable bottle basket in door.

K78J-13, a 13.1 cu. ft. model has 100 lb. freezer on top; automatic defrost; breakfast bar with egg-trays, butter and cheese chests; separately insulated refrigerated food freezer with 3 cube trays and door shelf.

K79J-14, 14 cu. ft. model has separate 108 lb. freezer at bottom, equipped with roll-out storage basket, 2 frozen juice trays and 2 shelves in door; refrigerator compartment has automatic defrost; 3 slide-out aluminum shelves; 2 ad-

justables; "Cold Mist Freshener", breakfast bar.

K77J-13, 2-door refrigerator-freezer with 13.1 cu. ft. capacity has 100 lb. top freezer with 2 ice trays and door shelf; automatic defrost; waist-level stacked porcelain crispers; "package pantry"; 2 door shelves; 2 portable egg trays and twin butter and cheese chests.

K74L-12 and K78J-12, 12-cu. ft. refrigerators feature waist-level stacked crispers; "package pantry" at bottom; twin butter and cheese chests and 2 portable egg trays in door; full-width 50 lbs. frozen foot chest; 20 lb. storage trays below; K74J-12 has push-button automatic defrosting.

K71J-11, 11 cu. ft. model has 50 lb. frozen food chest, full width storage tray with additional 20 lb. capacity; full-width roll-out unrefrigerated drawer in bottom for storing canned foods; waist-level stacked crispers, twin butter and cheese chests in door; removable half shelf; tall bottle storage.

K33J-10, 24 in. wide refrigerator with 9.5 cu. ft. capacity has full-width frozen food chest with 39 lb. capacity and 13 lb. storage tray below; "package pantry" and vegetable crisper; twin butter and cheese chests and shelves in door.



Kelvinator 30-in. range KRJ-37 (left) and 40-in. KRJ-47 (right)

Freezers

"Space-engineered" freezer line consists of 4 uprights in 10, 11, 14 and 18 cu. ft. sizes, and 3 chests: 2 with 15 and 1 with 20 cu. ft. capacity. "Space engineering" is accomplished with high-density, compact insulation and wrapper-type condensers in chest models and 18 cu. ft. upright and by square cabinet design and cold-clear-to-floor refrigeration in other uprights.

KVJ-14 has 590 lb. capacity; door opens flush to permit corner installation; "Magic Stor" movable guard-rail holds frozen packages in compact rows on door shelves, and is easily raised to permit loading or unloading; vertical bar in center controls horizontal cross bars on each shelf; special rack near bottom for large, odd-shaped packages; 4 shelves with refrigerated coils plus refrigerated top plate provide top-to-bottom low temperature; storage basket at bottom rolls out easily; interior floorlight; exterior features include safety signal light; tumbler-type door lock; safety door.

KVJ-18, 18 cu. ft. model has 630 lb. capacity; "wrap-around" condenser; 3 refrigerated shelves plus top plate refrigeration and 2-position adjustable shelf—2 shelves have special drop-down fronts; roll-out basket at bottom; door has special shelf for 1/2 gal. packages of ice cream; a frozen juice and soup dispenser; porcelain interior; floodlight illuminated.

KVJ-11 has 11 cu. ft. frozen storage plus 2.4 cu. ft. unrefrigerated storage in drawer at bottom; 4 deep door shelves hold packages in convenient location for "quick-turnover" items; 3 fast-freezing shelves plus refrigerated top plate maintain temperature; safety door latch.

KVJ-10 has 350 lb. capacity; 3 refrigerated shelves; 1 removable shelf; refrigerated top plate.

KCJ-20 chest holds 686 lbs. frozen; 4-wall cold for fast freezing anywhere in food compartment; 19.6 cu. ft. capacity; 2 removable dividers; 4 removable storage baskets for storage flexibility; interior floodlight; positive seal flexible lid; signal light and safety lid-latch and lock.

KCJ-15 and KCJ-15S have 5-wall cold. Both 15 cu. ft. models hold 525 lbs. KCJ-15 features 3 removable baskets and 2 dividers plus interior floodlight, safety signal light, safety lid-latch and lock.

Ranges

Range line consists of three 40-in. and three 30-in. models with simplified automatic controls; disposable aluminum foil oven linings in all models; automatic pan control and guide, "Even-Heat-Flow" top oven unit for uniform oven temperatures are other features; 3 manually-operated surface units on each range are controlled by pushbuttons that provide choice of 5 precisely measured heats for all cooking requirements; for easy cleaning "off" button returns to position level with other 5 so that a single, quick wipe with cloth cleans entire row of buttons; full width backguards of porcelain, full

width fluorescent lights on deluxe models.

Deluxe models KRJ-47 and KRJ-37 available in pink, yellow, turquoise or white; automatic pan control with cooking guide and signal light; finger-wide pushbutton switches; "Even-Heat-Flow" top oven unit; automatic oven timer and electric minute minder; surface unit signal light; oven signal light; automatic oven light; timed appliance outlet; full width fluorescent light with shields; pan lid pockets in full-width storage drawer.

Middle of line models KRJ-45 and KRJ-35 have 2600 watt superspeed surface unit with 7-heat rotary switch; self-cleaning rod-type bake and broil units; full width fluorescent; Even-Heat Flow oven unit; pan lid pockets; non-spill rim around top.

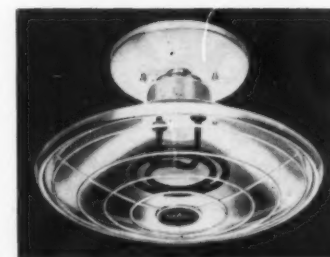
Economy models KRJ-43 and KRJ-33 have finger-width pushbutton switches; 7-heat rotary switch for right front unit; self cleaning, rod-type broil and bake units; appliance outlet; lighted backguard; non-spill rim; removable drip pans; chrome rings; porcelain broiler-roaster pan. Kelvinator Div., American Motors Corp., Detroit 32, Mich.



Ronson "Roto-Shine"

Ronson Shoe Polisher

Roto-Shine, an all-new portable electric shoe polisher cleans, polishes, brushes, buffs, gives shoes a shine in seconds; comes equipped with interchangeable brushes and buffer for different colored shoes; complete with 2 Roto brushes; 2 tubes of Ronson cream shoe polish—black and brown plus 6 Ronson buffing flannels. Ronson Corp., 1 Ronson Rd., Woodbridge, N. J.



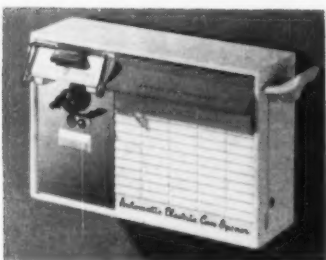
NuTone ceiling heater No. 928

NuTone Heater

NuTone low-cost, easy to install ceiling heater; surface mounted to any standard 3- or 4-in. junction box; extends 8 1/2 in. from ceiling; suitable for chilly mornings when central heating is low; anodized aluminum reflector and grille; no extra heat lamps or elements needed.

Price, \$18.95 complete. NuTone, Inc., Madison & Red Bank Rds., Cincinnati 27, O.

new products



G-E can opener EC-4

G-E Can Opener

Designed for wall mounting or use with legs, EC-4, can opener will open any round can from small frozen juice size to No. 3 cylinder; white plastic case with steel plate at back for wall mounting; legs, optional extra, are chrome plated steel with rubber feet; cans are placed in position between steel cutter and drive wheel, locked and punctured in 1-motion by pushing lever down; stop-start bar at front top; safety lock control prevents accidental starting; ceramic magnet automatically holds cut-out lid; 175 watts, a. c. only.

Price, \$24.95; with legs for stand mounting, \$1.95 extra. General Electric Co., Housewares & Radio Receiver Div., Bridgeport, Conn.



Hoover Convertible 66

Hoover Cleaners

Hoover announces two new cleaners: Convertible 66, upright, and Constellation 86, canister.

Convertible 66, features an automatic rug attachment for varying rug thicknesses; toe-operated pedal for extremely thick carpets and rugs; large throw-away bag; dust and odor free vinyl jacket wipes clean with damp cloth; double-stretch hose and telescoping wand, (2 wands in 1); can be converted for use with attachments by simply pushing in converter, automatically the cleaner motor speeds up to give extra power for straight suction cleaning.

Other specifications include built-in muffler; aluminum main casting; 12 in. nozzle; weighs 17-lbs. 2-oz.; 1/4 h.p. motor; die cast 12-bladed aluminum fan provides maximum suction.

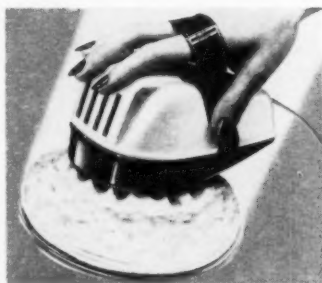
Constellation 86 canister model glides after user under its own power; double-stretch hose; telescoping wand; king sized throw-



Hoover Constellation 86

away bag; 3-wheeled rug and floor nozzle; suction regulator and built-in tool rack are features. Other features include 1 h.p. motor for high suction; weighs 15 1/4 lbs.

Prices, Convertible, \$109.95; Constellation, 79.95. The Hoover Co., North Canton, Ohio.



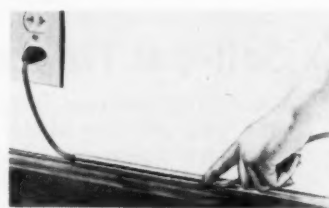
Howard "Buff-ette"

Howard Buff-ette

Lightweight electric hand buffer designed for polishing furniture, automobiles, wood panelling, shoes, tiles; fits hand; slip-on washable, deep pile buffing bonnet; 12 ft. cord and plug, universal motor; comes in white, pink, yellow or turquoise.

Price, \$19.95. Howard Housewares Div., La Pointe Industries, Inc., Rockville, Conn.

Brief



"Cord-Mount," a plastic cord holder with self sticking adhesive back, applies to any clean, dry, hard surface by pressing in place. Standard and extra-wide household cords are inserted in Cord-Mount and can be removed and re-inserted as often as needed; applies along baseboards, window and door frames, under and on back of furniture, counters, etc; pre-packaged in 8-ft. lengths of white or brown. Price, 98¢. Hoff & Lund Mfg. Co., 4437 W. Fullerton Ave., Chicago, 39, Ill.

FAN MOTORS

Right! Westinghouse guarantees window fan (and air conditioner) motors* for five full years!

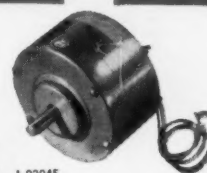
These motors never need reoiling. They eliminate fan repair problems.

They'll give your fans a terrific sales advantage!

Inquire about Westinghouse motors for the fans you sell. Ask your fan supplier—or write Westinghouse Electric Corporation, Industrial Motor Dept., Lima, Ohio.

*42-frame shaded-pole and permanent-split capacitor motors

YOU CAN BE SURE...IF IT'S Westinghouse



J-03045

there's a best-selling Gibson model in each category of the

Big 3 of the Appliance



2-Door Refrigerators



2-Door Sales Record Breaker!

This was the refrigerator too hot to hold in next year's line — Gibson Distributors pre-ordered thousands even before Gibson's Havana Convention! Successor to the record-shattering 150 and 158, the new 159 has new features, new styling and a brand new outside look.

Other refrigerator news. There's a brand new Trimline 112 for smaller-unit sales . . . a new 12 and 14 that will buck any competition on the street . . . a giant-capacity Super Market Master, with Conditioned Air cooling — a Gibson exclusive.



Upright Freezers



Sell-out Freezer for '59!

Gibson's 14 foot upright freezer was a complete sell-out in '58 — and this new Model 314 fits right into the volume sales pace! Trimline styling . . . smartly trimmed inside and out . . . with exclusive Freeze-Flo design, which gives you *three* sharp-freezing surfaces in every compartment!

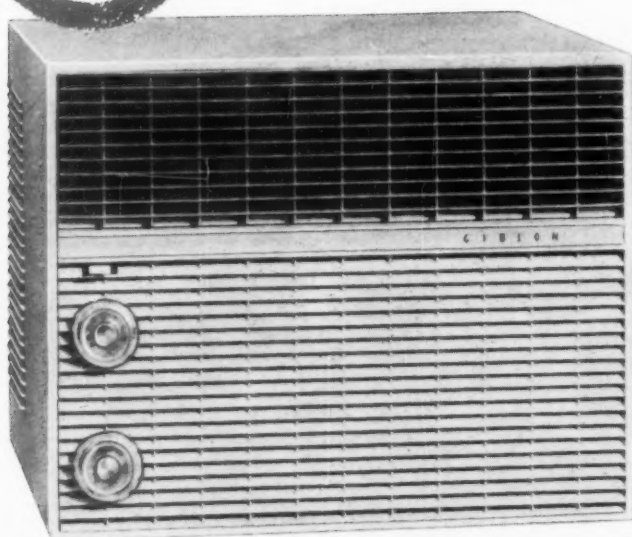
Other freezer news. Gibson's new line blankets the upright freezer field — from a compact, 24" wide 11, to giant 16's and 20's. And Gibson has chests, as well. It's *the* freezer line, and it's priced to carve another huge chunk out of the booming freezer market!

get going... get

the Business

Sales
BIG 3
Leader

2 HP Air Conditioners



Hottest "2" in the Cooling Field!

Backed by a 50% share-of-market gain, Gibson's roaring on into the high-capacity cooling field, out of the small-unit dead end! Gibson's big 2 h.p. window unit features infinitely adjustable Comfort Zone cooling — is available in reverse-cycle heat pump models — priced to kill!

Other air conditioner news. It's all new this year! Smart new decorator-styling — Comfort Zone cooling — big new range of heat pumps — 1's, 1½'s, 2's — new Air-Sweep feature — and a sizzling new portable. Ready now, priced for pre-season promotion!

Gibson

© 1958 Gibson Refrigerator Company, Greenville, Michigan, Division of HUPP Corporation.

New line orders up 70% '59 line running well ahead of record-breaking '58!

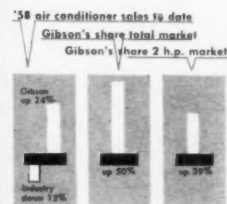
Gibson Distributors and Dealers are setting all-time sales-records in market after market, neighborhood after neighborhood! With Gibson, there's been no between-lines letdown — in '58 Gibson reversed the down-trend of the entire industry — and the sharp-priced, high-styled '59 Gibson line is rocketing up even faster!

Here's proof
that Gibson's the
line of least
sales resistance!

REFRIGERATORS



AIR CONDITIONERS



FREEZERS



Gibson pre-Christmas promotion builds traffic, closes sales!

Gibson Dealers have the new products and the competitive pricing they need to do business *right now*. They have the traffic premium to bring shoppers in — FREE individually-wrapped packets of nationally advertised Christmas gift wrap. They have a great tie-in premium to close hard-to-close pre-Christmas sales — a full-size, top-quality ping pong table, complete with paddles, net and balls — FREE with each '59 Gibson appliance. And they have a whole store-full of promotional aids to keep the sales at an all-time record peak.

Don't miss your Gibson Distributor's Open House!

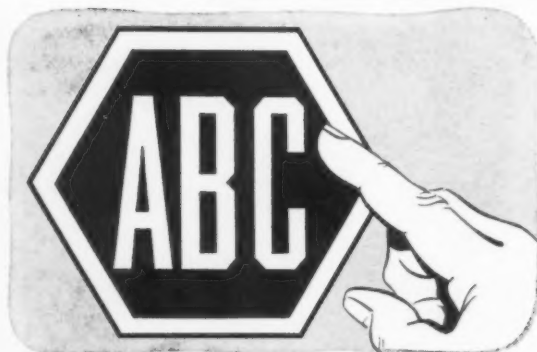
Gibson is the sales-opportunity line of the year — and even if you're skeptical, see it yourself! A market-right line of refrigerators, freezers and air conditioners — a brand new promotional line of electric ranges — Gibson's fast-selling dehumidifiers — and long-margin central air conditioners.

Write more business with Gibson... right now!

Who's Minding The Store?

... in the magazine publishing business, it's

The Audit Bureau of Circulations (ABC) is a cooperative organization that sets standards of good business conduct for its publisher members. Once each year ABC auditors carefully scrutinize the entire circulation structure and operation of every member magazine. In a very real sense, therefore, they are "minding the store" — making sure that no false or misleading claims are made regarding the size or composition of a magazine's audience.



McGraw-Hill is a charter member of ABC and has supported its aims continuously for over 40 years. We believe this membership serves you by providing full assurance that every subscriber to McGraw-Hill magazines displaying the ABC symbol is paying to receive his copies.



Accurate Figures — about you are the heart of ABC's job. ABC does a candid, unbiased, certified audit of all subscription figures of member magazines — and of the subscribers' jobs, functions, and locations. These audits help editors to tailor the contents of their magazine to your specific job interests.



You're the boss when you pay money for any magazine. Your vote of confidence and your renewals of subscriptions are dominant in the thinking of editors and publishers. Advertisers are vitally interested, too, and their support helps earn the dollars needed to do a stronger, more useful editorial job for you.



You, the subscriber, win when you buy business magazines that hold membership in the Audit Bureau of Circulations. The ABC symbol signifies that the publication to which you subscribe makes every effort to provide you with the type of information you need to do a better, more effective job. It also indicates that the publisher maintains the highest standards of business ethics.

McGraw-Hill Publications

McGraw-Hill Publishing Company, Inc.

330 West 42nd Street, New York 36, N. Y.

New Products



Universal brush attachment

Universal Cleaner Attachment

An air-powered revolving brush attachment to add rug cleaning power of an upright to any Universal cleaner is announced by the Home Cleaning Div., Landers, Frary & Clark.

Turbine mounted within housing is driven by normal suction power of cleaner, and in turn drives a brush which picks up lint and surface litter; slips over end of an extension wand; all working parts enclosed in 2-tone moulded housing which matches the coral and grey finish of Universal's Turbo Jet 99 and the economy model canister.

Price, \$19.95. Landers, Frary & Clark, New Britain, Conn.



Superflame incinerator GI-35

Superflame Gas Incinerator

Superflame, smokeless, odorless incinerator, GI-35, for domestic use, has been announced by Queen Products Div., King-Seeley; can be pre-set to burn for any given amount of time up to 4-hrs.; improved "Pres-toe" pedal allows operator to open receptacle door by stepping on small pedal, freeing hands for handling refuse.

Features include a stainless jet-type burner arranged so that when refuse is burned, in combustion chamber, all smoke and gases pass through burner flame also through secondary oxygen intake where they are ignited and completely consumed.

Queen Products also announces a non-electric Styra-Lite Kamp-Kold portable refrigerator chest that can accommodate 24 bottles; has removable tray for butter, eggs, etc., floats on water. Queen Products Div., King Seeley Corp., Albert Lea, Minn.

A LISTING under the Westinghouse Electric Appliances trade-mark plus listings under other manufacturers' trade-marks bring many brand-conscious customers to The Peters Co.

WESTINGHOUSE ELECTRIC APPLIANCES

Refrigerators, Ranges, Dishwashers, Water Heaters, Clothes Dryers, Laundromats, Vacuum Cleaners, Waste-Aways, Electric Bedcoverings, Fans, Table Appliances. You Can Be SURE... If It's WESTINGHOUSE.



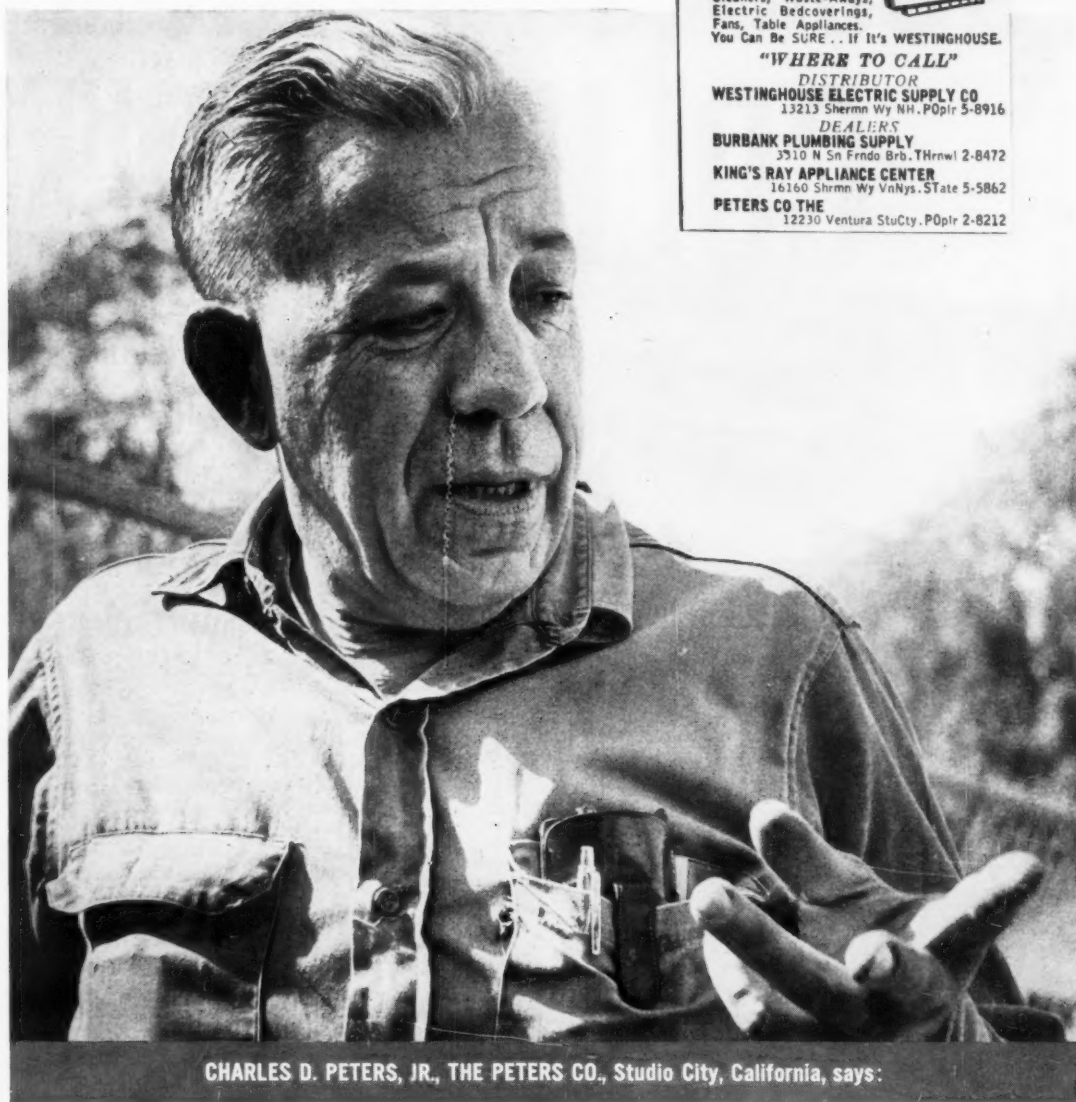
"WHERE TO CALL"

DISTRIBUTOR
WESTINGHOUSE ELECTRIC SUPPLY CO.
13213 Sherman Wy. N.H. POpl 5-8916

DEALERS
BURBANK PLUMBING SUPPLY
3510 N. S. Frisco Brd. THrnl 2-8472

KING'S RAY APPLIANCE CENTER
16160 Sherman Wy. VnNys. State 5-5862

PETERS CO THE
12230 Ventura StuCty. POpl 2-8212



CHARLES D. PETERS, JR., THE PETERS CO., Studio City, California, says:

FOUR 1/4-PAGE DISPLAY ADS (one under Vacuum Cleaners, shown reduced) sell new families in the area and re-sell old customers of The Peters Co.

**In Studio City
GUARANTEED
VACUUM CLEANER
Repairing**

EMMERSON
ROYAL
ELECTROLUX
Frigidaire
and ALL OTHER
MAKES

Sales & Service on REBUILT & USED ELECTROLUX ONLY

ALL THE LATEST EQUIPMENT FOR THE REPAIR OF YOUR VACUUM CLEANERS AND ELECTRICAL APPLIANCES. FACTORY SPECIFICATIONS USED ON ALL REPAIR WORK. COMPLETE STOCK OF PARTS AND ACCESSORIES FOR ALL MAKES OF CLEANERS. ASK YOUR FRIENDS WHO HAVE TRIED OUR SERVICE FOR THEIR RECOMMENDATION.

POplar 2-8212

The PETERS CO.
 12230 VENTURA BLVD. STUDIO CITY

"In this business, service means sales—and the Yellow Pages certainly produce service calls!"

"Mine is a one-man operation... and the Yellow Pages are my sales force. They have been selling successfully for me since I started in business twenty-three years ago.

"In my case, the classified directory is the best advertising medium. It's in the home 24 hours a day, 365 days a year. When people need their appliances repaired, they naturally turn to the Yellow Pages!"

A well-planned advertising program in the Yellow Pages can make sales for you. Your advertising messages at appropriate headings for the products and services you handle reach newcomers and other prospects in your community. Call your telephone business office for full details!

Fabulous Hi-Fidelity Traffic

COLUMBIA HI-FIDELITY PHONOGRAPH



THIS VALUABLE 5-RECORD SET OF NEW COLUMBIA STEREO FIDELITY RELEASES FOR YOU TO MAKE AVAILABLE TO CUSTOMERS WHO BUY ANY NEW COLUMBIA STEREOPHONIC CONSOLE PHONOGRAPH!

EXCITING NEWS FROM COLUMBIA
—WHERE STEREO STARTED!

For a *limited time only*, Columbia distributors can supply you with a great new album of five 12-inch Columbia Stereo Fidelity records, for you to make available to purchasers of any Stereo Fidelity console. This exciting library of great Stereo Fidelity albums—a \$31.50 retail value—includes such brilliant Columbia artists as Mitch Miller, the Elgarts, Ray Conniff, Johnny Mathis, and Andre Kostelanetz, all reproduced in glorious Columbia Stereo Fidelity sound. See your distributor for full details!

COLUMBIA HAS ALL THE FEATURES
OF GREAT STEREO!

- Equipped with dual-channel amplifiers, requiring only an additional speaker for full stereophonic reproduction. Columbia dual-channel phonographs are *priced competitively* with single channel phonographs!
- Featuring Columbia's remarkable BALANCED LISTENING control, for perfectly proportioned stereo!
- Equipped with the revolutionary C-D (Constant Displacement) Stereophonic Cartridge for the finest stereo reproduction!
- Superbly styled cabinets, by such notable designers as Paul McCobb and Peter Quay Yang, available in a choice of fine, hand-rubbed finishes. PLUS new traditional and provincial models in the line for 1959!
- Liberal National Service policy on 1959 models includes 90-day warranty on parts and labor!
- Auxiliary speaker line and stereo conversion kits available.
- Free Stereo Primer for your customers. Tells all about stereophonic sound: how it works, what it is—lots of useful information. (To order, see coupon on right.)
- Columbia is the *only* major "sound" manufacturer that concentrates solely on phonographs and records. That's why customers know that Columbia is "The Greatest Name in Sound!"

YOU'LL DO A BRISK BUSINESS IN
COLUMBIA STEREO...

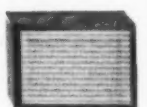
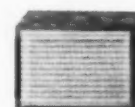
Once customers have come in to experience listening in the Center of Sound! To make sure they *do* come in, Columbia has planned a vast advertising and merchandising program on both national and local levels!

Full-page, full-color ads in LIFE, LOOK, THE NEW YORKER, SUNSET, and an exclusively Columbia Magazine Supplement in THE NEW YORK TIMES, featuring the fabulous "Center of Sound" theme!

Local ad mats ready and waiting at every daily newspaper in the top 1,000 markets!

Exciting radio and TV commercials!

Easy-to-assemble counter displays, and dealer sales aids for maximum impact in a minimum area!



MODEL 637. Complete stereophonic high-fidelity console phonograph, with two remote speakers in matching shelf-type cabinets. BALANCED LISTENING control. Three speakers. Columbia C-D Stereophonic Cartridge with diamond stylus. Dual-channel amplifier with combined peak power output of 20 watts. \$299.95*

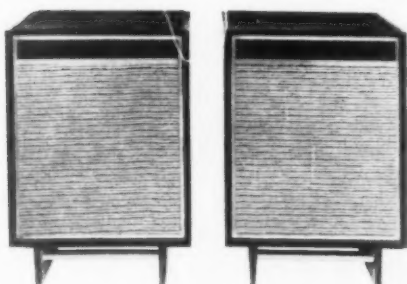
Builder! STEREO OFFER!



MODEL 642. Stereophonic high-fidelity phonograph. BALANCED LISTENING control. Columbia C-D Stereophonic Cartridge. Three speakers. Dual-channel amplifier with combined peak power output of 9 watts. \$179.95*



MODEL 645. Stereophonic high-fidelity provincial console phonograph with AM/FM radio. BALANCED LISTENING control. Columbia C-D Stereophonic Cartridge with diamond stylus. Dual-channel amplifier with combined peak power output of 30 watts. \$495.00*



MODEL 650. Complete stereophonic high-fidelity twin-console phonograph. BALANCED LISTENING control. Six speakers. Columbia C-D Stereophonic Cartridge with diamond stylus. Dual-channel amplifier with combined peak power output of 40 watts. A sure-fire bull's-eye in your Center of Sound. \$379.95*



MODEL 632. Stereophonic high-fidelity console phonograph. BALANCED LISTENING control. Four speakers. Cabinet design by Peter Quay Yang. Columbia C-D Stereophonic Cartridge with diamond stylus. Tuner-input jack. Dual-channel amplifier with combined peak power output of 20 watts. \$259.95*



MODEL 672. Stereophonic high-fidelity console phonograph. BALANCED LISTENING control. Columbia C-D Stereophonic Cartridge. Three speakers. Dual-channel amplifier with combined peak power output of 8 watts. \$199.95*

HIGH-FIDELITY PHONOGRAPHS BY

Full stereo prices begin at \$124.90* retail. Stereo-adaptable prices begin at \$84.95* retail.

*Prices quoted are suggested list, Mahogany finish. Slightly higher in the West. © "Columbia" ® "Columbia" Reg. A division of Columbia Broadcasting System, Inc.

MAIL THIS COUPON FOR FREE STEREO PRIMERS!

DEAR MR. DISTRIBUTOR:

Please send me a free supply of Columbia's new, 20-page Stereo Primers, filled with helpful stereo facts.

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

COLUMBIA

COLUMBIA RECORDS PHONOGRAPH DISTRIBUTORS/BRANCHES

CITY	DISTRIBUTOR/BRANCH	TEL. NO.
ALBANY, N. Y.	Roskin Brothers, Inc. 1827 Broadway	3-3291
ALLEN TOWN, PA.	Federated Purchaser, Inc. 1115 Hamilton St.	
ATLANTA, GA.	Comstock Distributing Company 1349-51 Spring St., N. W.	TRinity 6-8879
BALTIMORE, MD.	Columbia Record Distributors Inc. Aiken St. at Curtain Ave.	HOPkins 7-9320
BIRMINGHAM, ALA.	Moore-Handley Hardware Co. 27 S. 20th St.	ALpine 2-4121
BOSTON, MASS.	Columbia Record Distributors Inc. 36 Cunningham St.	KEmore 6-6120
BUFFALO, N. Y.	Roskin Upstate Inc. 730-732 Main St.	MOhawk 2046
CHARLESTON, W. VA.	Pugh Furniture Company 1322 Wilson Street	DICKens 2-5179
CHARLOTTE, N. C.	Southern Bearings & Parts Co. 500 No. College St.	FRanklin 5-5731
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CINCINNATI, OHIO	Columbia Record Distributors Inc. 3745 Spaeth St.	LIBerty 2-2620
CLEVELAND, OHIO	H. Left Electric Co. 2341 Payne Ave.	TOwer 1-7400
CLEVELAND, OHIO	Seaway-Columbia of Ohio, Inc. 3142 Prospect Ave.	EXpress 1-7308
DALLAS, TEX.	Strauss-Frank Company 8401 Ambassador Row	FLEetwood 7-3011
DENVER, COLO.	B. K. Sweeney Co. 1601 23rd St.	KEYstone 4-6211
DES MOINES, IOWA	Quad-State Distributing Co. 213 Third Street	ATLantic 6-3285
DETROIT, MICH.	Columbia Record Distributors Inc. 7640 West Chicago Blvd.	WEBster 3-0010
EL PASO, TEX.	Albert Mathias & Co., Inc. 113 S. Mesa	KEYstone 3-1687
EVANSVILLE, IND.	Graybar Electric Company, Inc. 2110 N. Fares	HArrison 4-7581
GREENVILLE, MICH.	Vining Sales 720 W. Coffren Ave.	PLaza 4-3129
HARTFORD, EAST, CONN.	Roskin Distributors, Inc. 275 Park Ave.	BUtler 9-9361
HONOLULU, T. H.	Honolulu Paper Co., Ltd. Ala Moana at South St., P.O. Box 3256	50-1711
HOUSTON, TEX.	Strauss-Frank Company 4000 Leeland St.	CApitol 2-1201
HUNTINGTON, W. VA.	Emmons-Hawkins Hardware Co. (Huntington, W. Va.)	JAckson 5-9151
INDIANAPOLIS, IND.	Columbia Record Distributors Inc. 2420-22 Stewart Ave.	CLifford 1-2213
JACKSONVILLE, FLA.	Distributors Inc. 822 N. Myrtle Ave.	ELgin 6-7659
KANSAS CITY, MO.	John H. Hill 3230 Roanoke Rd.	WEstport 1-7854
LOS ANGELES, CALIF.	Craig Corporation 3410 S. La Cienega Blvd.	WEbster 6-6171
LOUISVILLE, KY.	Graybar Electric Company, Inc. 360 Farmington Ave. P. O. Box 67, Station E	ME 7-5411
LOUISVILLE, KY.	Sutcliffe Co. 609 W. Main St.	JUmpier 3-0258
MEMPHIS, TENN.	Woodson & Bozeman Inc. 733 S. Somerville	BRoadway 2-2445
MIAMI, FLA.	Electric Sales and Service 340 N. E. 75th St.	PLaza 4-8646
MILWAUKEE, WISC.	Morley-Murphy Co., Inc. 5151 W. State St.	GLEnview 3-7200
MINNEAPOLIS, MINN.	Columbia Midwest 31 Glenwood Ave.	FEDeral 9-8043
MOUNTAIN SIDE, N. J.	Federated Purchaser Inc. 1021 W. S. Route 22	ADams 2-8200
NASHVILLE, TENN.	Moore-Handley Hardware Co. 492 Craighead St.	AMherst 9-5631
NEW ORLEANS, LA.	Interstate Electric Co. 3733 Conti St.	AMherst 3733
NEWARK, N. J.	Columbia Record Distributors Inc. 350 Halsey St.	MArket 3-9140
NEW YORK, N. Y.	Columbia Record Distributors Inc. 353 Fourth Ave.	MURray Hill 5-9200
NORFOLK, VA.	Goodman Electric Supply Co. 3610 Hampton Blvd.	MA 7-9233
OKLAHOMA CITY, OKLA.	Miller-Jackson Es. 111-115 E. California St.	FOrest 5-1486
PEORIA, ILL.	Kaiser-Columbia Company 828 S. Adams St.	6-4681
PHILADELPHIA, PA.	Columbia Record Distributors Inc. 919 N. Broad St.	POplar 3-3660
PITTSBURGH, PA.	Top Line Distributors 28th & Smallman Streets	EXpress 1-1698
PORTLAND, ME.	Swanton Company, Inc. 919 Congress St.	SPruce 3-2904
PORTLAND, ORE.	Ry-Bar Distributing Co. 1315 North West Gisan St.	CApitol 2-4208
RICHMOND, VA.	B. T. Crump Company Inc. 1310 E. Franklin St.	MILton 4-1941
RICHMOND, VA.	Goldberg-Tiller Company 959 Myers St.	ELgin 5-7401
ROANOKE, VA.	Roanoke Wholesalers, Inc. 202 Bullitt Ave., S. E., P.O. Box 1629	DIamond 3-9378
ST. LOUIS, MO.	Columbia Record Distributors Inc. 2151 59th St.	MIssion 7-5101
SALT LAKE CITY, UTAH	Standard Supply Co. 225 East 6th South	ELgin 5-2971
SAN ANTONIO, TEX.	Strauss-Frank Company 162 Coliseum Drive, P. O. Box 600	CApitol 6-0101
SAN FRANCISCO, CALIF.	H. R. Basford Co. 235 15th St.	MArket 1-8545
SEATTLE, WASH.	Craig Corporation 1021 East Pine St.	EASt 4-2701
SHREVEPORT, LA.	Intrasouth Distributing Co. 1565 Texas Ave.	5-4205
SPOKANE, WASH.	Columbia Electric & Mfg. Co. East 3420 Ferry Ave.	KEYstone 4-0611

new products



Handy-Hannah dryer hood No. 901

Handy-Hannah Hood

Handy-Hannah hair drying hood No. 901, has baffle arrangement which diffuses warmed air evenly through hair; extra long connection to dryer permits increased freedom of movement.

Warm air from dryer is directed to vents in side of hood which is made of flexible vinyl plastic and fits 2 deluxe hair dryer models No. 101Y white and yellow, and No. 101CY, chrome and yellow.

Hood may be purchased separately at \$4.95 or in combination with dryer—No. 101H-Y, \$19.90; No. 101H-CY, \$21.90 Dryers, which may also be used without hood re-

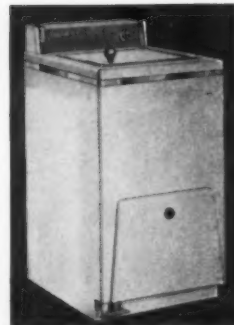
tail separately at \$14.98 for 101Y and \$16.95 for 101CY. Handy-Hannah Products Corp., Whitman, Mass., sub. Landers Frary and Clark.



Trade-Wind Ventilator No. 2501

Trade-Wind Ventilator

Redesigned model 2501 Trade-Wind ventilator has 1-piece, wrap-around scroll used on the 300 CFM kitchen ventilator No. 1501; in addition to quieter operation, air flow has been improved; while capacity remains at 425 cfm, through a motor change the speed control is improved and noise level reduced; better speed control is desirable when used in conjunction with Trade-Wind pre-wired hoods, which feature Touch-Bar control of 3 ventilator speeds. Trade-Wind Motorfans, Inc., 7755 Paramount Blvd., Rivera, Calif.



Roper gas incinerator No. 60

Roper Gas Incinerators

Two new smokeless and odorless gas incinerators, Deluxe and Custom Deluxe, are announced by Roper. Smoke and odor particles are trapped and re-circulated through "Turbo-Chamber" where they are consumed by intense heat and flame.

Custom Deluxe No. 60, controls are located on an appliance-type charcoal grey back panel on cabinet top; top and charging door finished in white porcelain enamel, balance white baked enamel; tip-toe pedal opens charging door.

Deluxe No. 50, control is mounted at unit's side; entire cabinet finished in charcoal grey baked enamel.

Both models insulated with foil-

faced spun glass; each has automatic timer control which shuts off the 30,000 Btu burner when charge is consumed; burning refuse is suspended in chamber of metal rods which permits combustion air to circulate around charge. Geo. D. Roper Sales Corp., Kankakee, Ill.



Heetaire H-556T

Portable Heetaire

New Heetaire H566T has 2 heats: 2400 and 4800 watts; 240-volts; heavy duty automatic hydraulic thermostat with push-button controls; pilot light indicator lights up when Heetaire is operating; equipped with high temperature cut off that automatically breaks circuit if air supply is obstructed; reset is automatic; built compact and low, almost impossible to tip over; guaranteed for 5 yrs. Markel Electric Inc., and La Salle Products Inc., Buffalo, N. Y.

new

IT EVEN HAS

Introducing 1959



GAS OR ELECTRIC

Use of trademarks RCA and Whirlpool authorized by trademark owner Radio Corporation of America

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!



Florence heater gas range No. 1-907

Florence Heater-Range

The 36,000 Btu gas heater burner provides fast-heating action; a porcelain enamel Dura-Tube finished steel heat exchanger provides high rate of heat transfer; room temperatures are held automatically by a "Modusnap" thermostat; 3 rows of air vents at side range speed flow of heat into room; chrome and porcelain Trim-Line backpanel has tubular incandescent lamp and a combination electric clock and 1-hr. timer; king-size 20-in. oven features matchless lighting; removable glass window; interior light; lift-out chrome rack guides; porcelain oven walls; drop-front, roll-out, smokeless broiler. Geo. D. Roper Sales Corp., Kankakee, Ill.



Hi-Lo Deluxe "Yard Chef"

Hi-Lo Outdoor Grill Line

An expanded 1959 Hi-Lo outdoor grill line is announced by Union Steel, to be known as the Hi-Lo "Yard Chef" or 400 series. Top of line, Deluxe "Yard Chef" H-402, features full-hinged hood (smoker-type) with oven heat indicator, adjustable vent and lift knob; extra deep heavy gauge 26½ x 26½ in. firebox containing large, close-meshed, electroplated cooking grill with over 576 sq. in. of cooking surface and with precision adjustment features; cooking grill has "tip-up" section permitting addition of charcoal without disturbing cooking operation; sturdy spit with double-adjustable forks are turned by electric motor; 4 large, tubular steel legs; 7-in.

balloon-tire wheels with chromed caps; Coppertone body and hood assembly, Kromolite legs. Other models include model H-401, built to same specifications as Deluxe without hinged front hood section and oven-type thermometer. No. 400, open-top grill unit. Union Steel Products Co., Consumer Products Div., Albion, Mich.



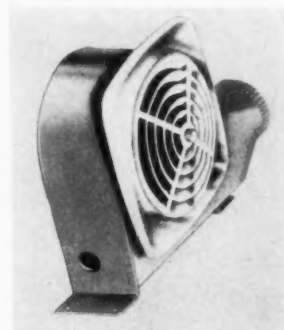
Emerson-Pryne "People Heater"

Emerson-Pryne Heater

"People Heater", bathroom heater-light combination designed for quick, simple installation; 3 infrared heat lamps provide instant heat to room occupant without heating air; built-in pull chain switch for 1-, 2- or 3-lamp heater control; translucent fiberglass dif-

fuser hides three 60-watt bulbs, provides soft glow of diffused light, eliminates need for separate ceiling lights.

Price, \$29.95 without bulbs. Emerson-Pryne Co., Pomona, Calif.



Broan fan No. 600

Broan Ventilating Fan

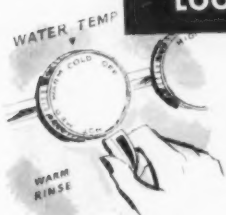
Broan's 6-in. wall or ceiling bathroom ventilating fan No. 600 has been improved by the addition of a polished stainless steel grille; uses ordinary 3-in. round duct, fits dry wall construction; also used to exhaust air above a built-in oven.

Price, \$19.75, with stainless steel or white enamel grille. Broan Mfg. Co., Hartford, Wis.

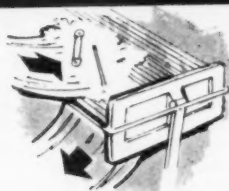
COLD-WATER WASHING AND RINSING!

RCA Whirlpool washer-dryer combination
...the world's best seller, now even better!

LOOK...FEATURES packaged for SALES ACTION!



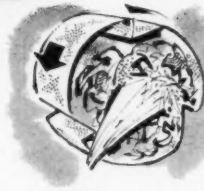
Cold wash and rinse
Four water temperature selections include new COLD setting... also, there's a separate COLD or WARM rinse selector.



Lint-free washing
Built-in filter removes objectionable lint, fuzz and other matter from constantly circulating wash and rinse water.



"Wrinkle-free" drying
Automatic, 10-minute cooling-fluffing gets Wash 'n Wears "wrinkle free" — even some regular clothes need no ironing.



Filter-Stream* action
Exclusive, revolutionary washing and rinsing action showers clothes cleaner with a powerful stream of water.



Amazing water savings
It saves up to 15,600 gallons of water a year over other makes. And, it saves on soap and detergent, too.

PLUS... Space-saving 33" width • Built-in water heater • 5-temp drying selector • Bleach and bluing dispenser • 10-lb. capacity • Decorator colors • And many more.

*Tmk.

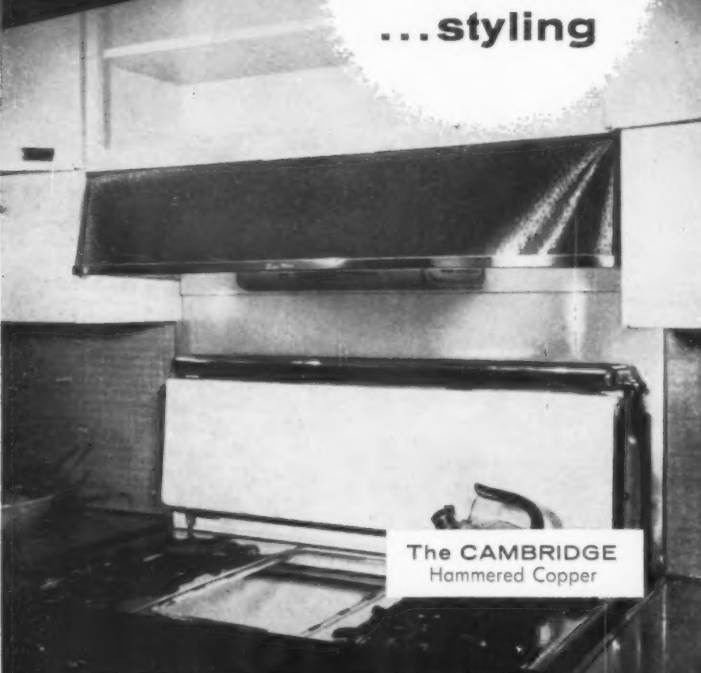
RCA WHIRLPOOL... America's first family of home appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

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TRADE-WIND

ALL NEW! design...
engineering
...styling



The CAMBRIDGE
Hammered Copper

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VENTILATING HOODS**

USES NO CABINET SPACE
FINEST FINISHES for newer elegance
CERTIFIED PERFORMANCE for guaranteed efficiency
UNIQUE DESIGN ... trend-setting style for custom appearance
3 HOOD STYLES for choice of decor

Again — Trade-Wind sets the fashion with its smart new line. Here is fresh, new styling and even greater performance at modest cost.

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The CONCORD
Antique Copper

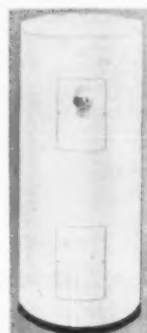


The SHEFFIELD
Genuine Stainless Steel

Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BLVD., DEPT. EM, RIVERA, CALIFORNIA

new products

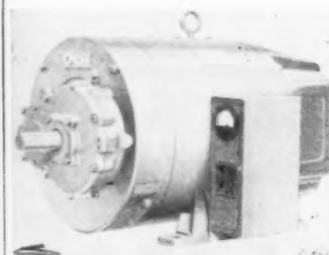


Rex water heaters series 40

Rex Water Heaters

Two lines of Rex electric water heaters—round and table-high—are announced by Cleveland Heater.

Available in sizes ranging from 30- to 120-gals. in choice of galvanized or glass-lined tanks; extra thick Fiberglas insulation; wrap-around heating elements; adjustable thermostats; extra-heavy storage tanks; white enamel finish. Table-high models in 30, 40 and 50 gal. sizes designed for installation in kitchen, utility room or laundry. Cleveland Heater Co., 2310 Superior Ave., Cleveland 14, Ohio.



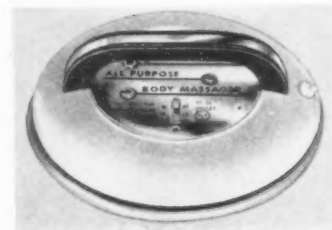
Onan generator with power take-off

Onan Generators

Two new series of emergency generators designed to provide low-cost protection against electric power outages have been announced by Onan. Designed for tractor drive they are available in 3 sizes, 4000, 7000 and 12,000 watts a.c.; each will furnish same 115/230 volt, 60 cycle, single phase, 3-wire current delivered by commercial highlines; available with standard P.T.O. drive (Power-Take-Off on any tractor) or a belt-driven unit.

PTO model has a gear box and stub shaft which connects to tractor with tumbling rod; drip-proof connection box mounted on generator includes circuit breakers for over-load protection, voltmeter and convenient knockouts.

Belt-driven generator has spring-loaded, self-adjusting, sliding type base which assures automatic belt tightening under varying conditions of load and belt stretch; a flat-belt, 5-in. diam. pulley, circuit breakers and voltmeter are standard accessories. Both are connected for dual-voltage. D. W. Onan & Sons Inc., Minneapolis, 14, Minn.

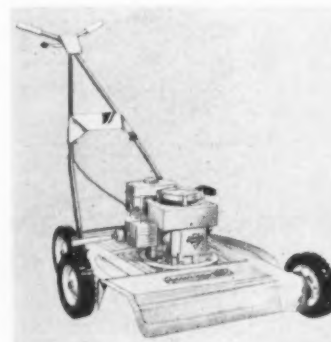


Handy-Hannah vibrator-massager

Handy-Hannah Vibrator-Massager

An all-purpose Magic Disc vibrator-massager has been added to the Handy-Hannah vibrator-massager 13 model line. No. 305 is an 8½-in. vibrating disc with plastic cover which may be removed for washing; non-vibrating side is fitted with large, easy-to-grip handle; yellow or turquoise; matching cord built in; 110-120 a.c. only.

Price, \$12.95 Handy-Hannah Products Corp., Whitman, Mass. Sub. Landers, Frary & Clark.



Lawnmaster 24-in. mower

Lawnmaster Mowers

Lawnmaster 24-in. self-propelled rotary mower is one of a complete line of rotary, reel and riding mowers announced by Lawnmaster.

Features include deluxe fingertip controls on handle; non-scalping wheel placement; E-Z handle actuated clutch control for full control of engine for starting, stopping, running, choking; staggered wheels keep mower level preventing scalping; big wheels equipped with wide, heavy-duty tires; Vacu-Mow blade design employs suction to lift grass erect for smooth even cut; fixed hub provides a positive lock to blade but permits shear pin safety if blade strikes a solid object; cutting height adjustable 1 to 1¾ to 2½ in. cuts a 24-in. wide swath; equipped with a 4-cycle 3. hp Clinton engine with recoil starter; weighs 65 lbs.; leaf mulcher is included.

A 22-in. rotary mower with deluxe fingertip controls on handle; E-Z height wheel adjustment front and rear; 3 cutting height adjustments; Vacu-Mow design; 2-tone turquoise and white; equipped with 4-cycle, 2.75 hp Clinton engine with recoil starter; weighs 51 lbs. The Lawnmaster Co., 610 S. H. St., Richmond, Ind.

new products



Moto-Mower 22-in. trimmer reel

Moto-Mower Mower Line

A 22-in. trimmer reel is featured in the 1959 40th Anniversary line of reel and rotary power mowers introduced by Moto-Mower. Line includes a 24-in. Roto-Ride deluxe riding rotary; 18- and 21-in. Deluxe Catalinas; 18- and 21-in. Deluxe Propelled Rivas; 21-in. Cavalier Rotary, and an 18-in. Deluxe reel mower.

Most 1959 Moto-Mowers have Magic-Touch controls on handles giving operator full engine range at fingertips; starter located on handle; "Vacu Mow" blade design plus extra high blade speed produces upward air current which lifts grass blades erect for clean, even mowing; high speed grass discharge sprays extra fine cuttings over wide area; all Moto-Mowers designed to trim close to trees, shrubs etc.; leaf mulchers are included with all new models. All have 1-year warranty.

22-in. trimmer has adjustable reel speed control; engine speed, choke and stop are controlled with motor car convenience; fully-enclosed, silent gear transmission; easily adjusted height range mechanism permits selection of cutting heights from 1/2-in. to 2 1/2 in.; precision trimming to within 1/8-in. around trees, hedges; reel is 6 in. in diam. with 6 crucible steel, high carbon blades, belt driven; permanently sealed and lubricated ball bearings; lightweight aluminum B & S 2-h.p., 4 cycle engine with recoil starter.



Moto-Mower Roto-Ride

Deluxe Roto-Ride has variable speed control, roller traction drive, 14-in. roller that levels lawns, automotive-type removable

Power Pac; adjustable cutting height mechanism; Clinton V1200 4.25 h.p. engine climbs 20 deg. grades; has forward, reverse and neutral with small turning radius. Blade control and lockout allow operator to stop blade instantly without shutting off engine; can be locked with padlock; permits trimming within 1/2 in.; electric starter optional.

Deluxe Propelled 18- and 21-in. Riviera rotaries have Power-Flo transmission; 2 1/2 h.p. 4-cycle B & S lightweight aluminum engine on 18-in. models, and from 3-h.p. engine on 21-in. models.

18- and 21-in. Deluxe Catalina rotaries have 2 1/2 h.p. B & S engines, recoil starters and silent mufflers; electric starters optional on 21-in. models.

Prices, Trimmer, \$169.95, Roto-Ride, \$299.95; balance from \$89.95. Moto-Mower, Inc., subsidiary, Detroit Harvest Co., Richmond, Ind.



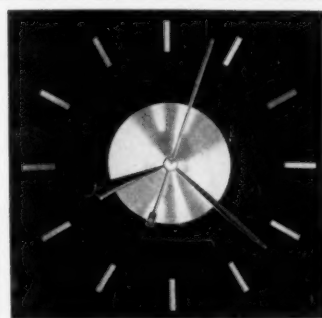
Choremaster Riding mower

Choremaster Mowers

A riding rotary and 2 power reel mowers have been added to Choremaster's 1959 mower line. Riding rotary power mower has a maximum speed of 5-mph.; a 24-in. cutting swath; any of 3 hp. engines are available: 3.5, 4.0 or 4.5; conveniently located controls within easy hand or foot reach; Unitrol speed lever in front of seat; "start-idle-run-stop" engine control on engine housing within fingertip reach; wide angled handles mounted for accurate steering in small turning radius; braking controlled by touch of toe; blade may be padlocked, yet can be operated around yard to pull an aerator, seeder-fertilizer, lawn roller or cally-all cart, which are available as accessories; blade height adjusts to 2, 3, or 4 in.; front wheels pivot-mounted; weighs 330 lbs.

Two new power reel mowers in 18 and 21 in. sizes are equipped with 5-in. diam. 5-blade cutting reels; both have heavy duty cast iron construction in key areas; 1 1/2 hp. engines; chain drive; recoil starters side mounted; controls grouped near standup type handle top.

Price, Riding mower, \$295.95 with 3.5 hp. engine; \$324.95 with 4. or 4.5 hp. engine. Power reel mowers, 18-in. \$99.95; 21-in. \$139.95 in zone 1. Yuba Power Products Inc., West 8th at Evans St., Cincinnati 4, O.

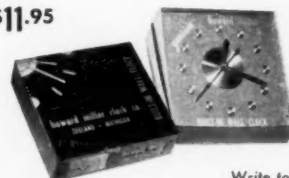


BUILT-IN WALL CLOCKS

By
HOWARD MILLER

ONE OF THE HOTTEST ITEMS TODAY—the new, modern clock idea that has become the smartest trend in home and office accessories. Simple instructions with marking template for easy wall installation. Guaranteed self-starting electric synchronous movement. Display this popular built-in line for quick sales—and remember it's the name that counts.

From
\$11.95



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Built-In Division

HOWARD MILLER CLOCK CO.
Zeeland, Michigan

For extra large, heavy cabinets



you need a Caster X-75
TWO-PIECE TRUCK
\$5800 PER PAIR
including straps

These rugged all steel, heavily reinforced two-piece trucks are indispensable for handling tall cabinets that won't clear doorways when tipped. Ideal for the largest, heaviest freezers, ice cream cabinets, refrigerators, ranges, etc. One truck has ball bearing swivel casters to facilitate guiding and right angle turns. Except on stairs or when loading, one man can handle. Capacity 1500 lbs.

NO. 102 BALANCE TRUCKS
Lift and Carry the Load \$4500

The load balances and rides on two wheels—the mover has only to push and guide. Write for circular on these and other trucks: from \$35.00 up F.O.B. Findlay, Ohio.



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Good service makes good customers



You sold the appliance on your showroom floor, but when you deliver it, you're selling yourself. You want her to remember you with pleasure—how you protected her new appliance and woodwork against bumps or scratches.

The water-repellent canvas jackets and soft flannel linings of Webb Slingabouts® give her, and you, that protection. Webbing handholds help you maneuver appliances safely and smoothly into place.



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ANY
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Monarch electric, coal-wood or oil COMBINATION RANGE "TWO-IN-ONE" OVEN

Here's the kind of versatility that "pays off" in any dealership. A fully automatic combination range with a coal-wood or oil, cooking top . . . in the most modern temperature controlled Electric Range manufactured.

King Size "DUO-OVEN" is heated by coal-wood, oil, or electricity individually or at the same time. Bright chrome finish top. Monarch's exclusive duplex draft. Kitchens are cozy in winter — cool in summer. For complete information about our protected dealer franchise, write

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MONARCH specializes in Ranges. Manufacturers of the most complete line of Quality Ranges in the U.S.A.



Bake and roast with coal-wood or oil alone, electricity alone, or in any combination with this "TWO-IN-ONE" OVEN!



Right front surface unit becomes RED HOT in seconds. Choice of over 1,000 heat selections.

the NEW YEATS "Shorty" STATION WAGON & PANEL PICK-UP appliance dolly



YEATS Model No. 5
Aluminum alloy
Height 47"
Weight 32 lbs.



Folding platform is 13 1/2" x 24 1/2" — attaches instantly. (Platform only) \$9.95.

Only 47" tall, this new YEATS dolly is designed for TV and appliance men who make deliveries by station wagon or panel truck. No need to detach appliance for loading into the "wagon" or pick-up . . . the YEATS "Shorty" will slide into your vehicle with ease. Has aluminum alloy frame with padded felt front, quick fastening (30 second) strap ratchet, and endless, rubber belt step glide. New YEATS folding platform attachment, at left, saves back-breaking work handling TV chassis or table models. Call your YEATS dealer today!



YEATS "Everlast" COVERS & PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write.



Range
Cover



Refrigerator Cover

SEND postcard for full information on our complete line TODAY!

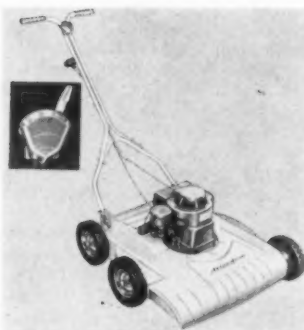
YEATS

appliance dolly

sales company

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new products



Atlas-Aire giant D300A

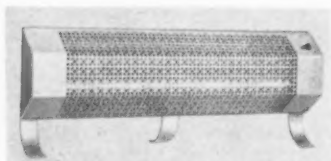
Atlas-Aire Mowers

Seven new Atlas-Aire rotary power mowers are announced by Atlas-Aire: the Giant 24-in.; three 21-in. models, including the 21-in. self-propelled, and three 19-in. models including the Atlas-Aire 19-in. economy model.

All models have Stor-Mower handle with hi-lo adjustment, that stands upright for easy storage, adjusts up or down 5-in. to height most comfortable for owner; features a new blade that makes starting easier with less blade dragging the grass; and a special phosphatized corona tan and red finish.

24-in. Giant, 21-in. self-propelled and 21-in. super deluxe have 4 cycle, 3 h.p. B & S engines with Choke-A-Matic control and remote rewind starter; the 19-in. super deluxe has same controls with 4 cycle, 2 h.p. B & S engine; 21-in. deluxe has 4 cycle 2 1/2 h.p. B & S engine with hand throttle and rewind starter; 19-in. deluxe has 4 cycle, 2 h.p. B & S with rewind starter; 19-in. economy model features 2 cycle, 2 h.p. Clinton engine with rope starter.

In their promotional Brenner line for 1959 the D300B is featured — a giant 24-in. mower with 4 cycle, 3 h.p. B & S engine, Choke-A-Matic control and remote rewind starter. Brenner's new 25 in. deck has a front chute with metal cover and a recessed side wheel; entire mower is covered with apple green and red finish. Atlas Tool & Mfg. Co., 5147 Natural Bridge, St. Louis 15, Mo.



Seaboard desk heater DH-21 or DH-27

Seaboard Heater

Seaboard heater for heating area in and around desk has fine-tube element completely sealed and enclosed in compact metal case—no glowing wires; heated air is transferred by natural convection—no fans or blowers; comes equipped with magnets on back so that it can be leaned against steel to hold securely when leaned against desk;

has 500 watts rating; operates on 110-120-volts; has on-off switch and cord for plug-in; 5-years guaranteed. DH-21 is 21-in. wide; DH-27, 27-in. wide; both models 8 in. high and 3 in. deep. Seaboard Products Corp., Electric Heating Div., 191-93 Frelinghuysen Ave., Newark 5, N. J.



Toro Whirlwind mower

Toro 1959 Mowers

Toro 1959 mower line featuring "wind tunnel" mowing consists of the hand-propelled 12- and 21-in. Whirlwind, the 21-in. self-propelled Whirlwind, and the riding Sportsman which powers other yard care units such as a 32-in. Whirlwind rotary and a 30-in. reel cutter.

Highlighting line are Whirlwinds which have, under special housing, a full-circle expending wind tunnel that creates a powerful vacuum that "freezes" each blade of grass upright for clean cut; spiral grass chamber allows uniform airflow so even wet grass may be moved without clogging; compressed air blows clippings and leaves into bagging attachment, which is standard equipment; chute and leaf mulcher also included.

Low silhouette permits reaching under low shrubbery; lowered center of gravity gives greater safety on side hills; short crankshafts (1-in. long); safety features include front bumper grille that separates high-carbon steel cutter blade from objects; rear housing's double wall keeps feet away from blade tip; specially designed engines have Marlex polyethylene shrouds; adjustable side deflector; discharge chute for bagging attachment; finger-tip handle control; easy-to-handle front wheel drive.

Sportsman has Toro power handle concept; powered by 5.75 hp. motor; offers 6 attachments: 30-in. reel, 32-in. Whirlwind rotary; 42-in. snow-blade; 30-in. roller; 2 x 5 ft. dump cart and twin trailer mowers.

Prices, 19-in. Whirlwind with 2 hp. engine, \$89.95; 21-in. with 2 1/2 hp. engine, \$99.95; 21-in. self-propelled with 3 hp. engine, \$139.95; Sportsman with 32-in. Whirlwind rotary and 5.75 hp. engine, \$449.95; Sportsman with 30-in. reel, \$479.95. Toro Mfg. Corp., Minneapolis, Minn.

New Products

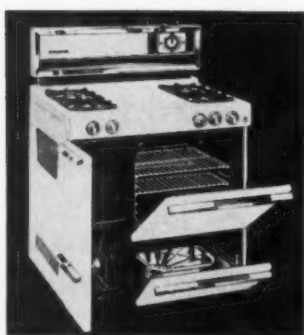


Chromalox charcoal lighter

Chromalox Charcoal Lighter

Will give a glowing fire in minutes; no soot or odors; eliminates use of kindling waxes, fluids etc.; equipped with cold handle plug, 10 ft. cord; plugs into standard receptacle; 110-120 volts a.c.; enclosed, all metal element, same as used in kitchen range; 600 watts.

Price, \$6. Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8, Pa.



Roper kitchen-heater-range U12C92

Roper Kitchen-Heater-Ranges

Roper kitchen-heater gas ranges in 36 and 40-in. widths feature steel heat-exchangers finished with Dura-Tube high-heat resistant porcelain enamel; room thermostat regulates heating automatically, keeping temperatures uniform; heater lighting is automatic.

Cooking features include "Tem-Trol" automatic top burner; "Circ Simmer" speed top burners; timer alarm-time clock; king size 20-in. "Bake-Master" oven and Silent-Roll" smokeless broiler. George D. Roper Sales Corp., Kankakee, Ill.

BRIEFS

A new sun lamp kit, packaged in a home storage container, includes the new Westinghouse RS sun lamp, a "clamp-anywhere" fixture and a wire protective guard. Price, \$11.95; Westinghouse Lamp Div., Westinghouse Electric Corp., Bloomfield, N.J.

Dependable INSTANT HEAT

Arvin

PORTABLE ELECTRIC HEATERS.

The latest leaders...fast-acting, fast-selling heaters...from

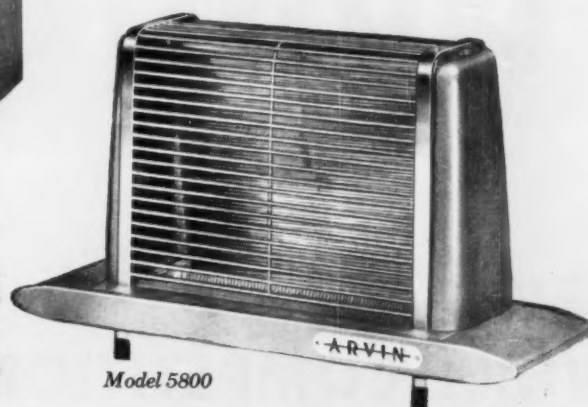
AMERICA'S LEADING HEATER MANUFACTURER



Model 5824

New, fast-acting radiant heater —unique design, low price

Model 5800. Nichrome wire heating element reaches full intensity in 5 to 10 seconds, gives cheery "fireplace" glow. Healthful infra-red heat. 1320 watts. Safeguard Safety Switch. Bronze enamel, brass-plated grille. \$14.95

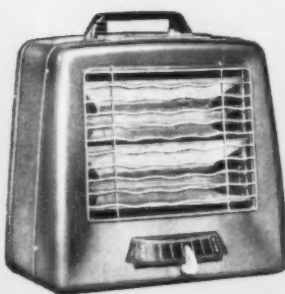


Model 5800

Exceptional value—automatic, fan-forced-plus-radiant heater

Model 5824. Full-volume, fan-forced heat in 5 to 10 seconds, plus radiant heat from ceramic rod elements with fluted reflector. 1650 watts, thermostat controlled. Safeguard Safety Switch. Charcoal finish, gold and black accents. \$24.95

SELL THE EXTRA VALUE OF "4 HEATERS IN 1" — These Arvin Automatics provide fan-forced-plus-radiant heat at both 1650 and 1320 watts



Model 5839. Heats instantly, gives soothing "fireplace" glow thru wavy, decorative brass-plated grille. Push-button control for 2 heats. "Vycor" glass tubing insulates heating elements. On-off toe switch. Safeguard Safety Switch. Charcoal enamel, black trim. \$39.95



Model 5734. New air-flow, range-type elements speed circulation—81 cubic feet of heated air per minute. Safeguard Safety Switch. Bermuda bronze enamel, chrome grille and trim. \$34.95

THE COMPLETE ARVIN LINE
Twelve 110-volt models
four 220-volt models
\$12.95 to \$89.95

NATIONALLY ADVERTISED



Electronics & Appliances Division **Arvin INDUSTRIES, INC.**, Columbus, Indiana

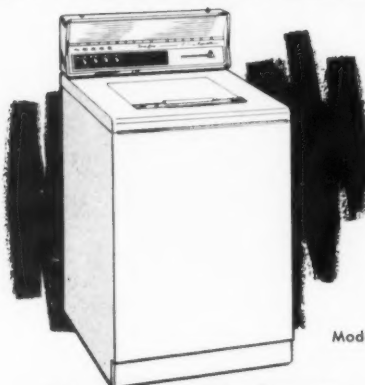
Arvin also makes Radios, Phonographs, Car Heaters, Ironing Tables, Outdoor Grills, Leisure Furniture, and Electric Fans

Red Hot 'n Low Down!

**PRICES SIZZLE
WHILE COMPETITION
BURNS...WITH THE NEW
NORGE REFRIGERATOR
LINE FOR '59!**

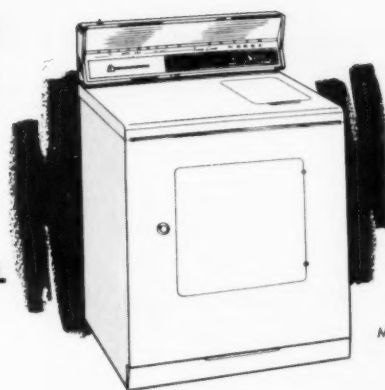


You've Already Seen These Red Hot NORGE Laundry "Specials"!



Model AW-382

A 2-SPEED,
2-CYCLE
5 TEMP
WATER CONTROL
WASHER YOU
CAN FEATURE
AT \$100.00
OFF

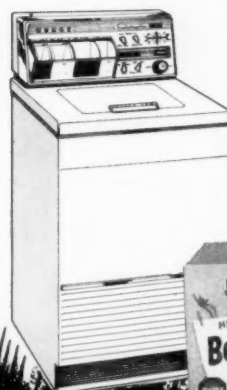


Model DG-380

\$70.00
SAVE STORY
ON 4-WAY
DRYER WITH
AUTOMATIC
WRINKLE-OUT

You've Felt the Impact of "Operation Avalanche"!

You saw how it launched the Norge Dispensomat Washer in a blaze of sales! And now it's following up with a whole barrage of national ads, radio, TV, co-op, traffic-pullers, and demonstration programs...to maintain the momentum!



NORGE DISPENSOMAT...the only washer that adds all washday wonder products automatically!



But You Ain't Seen Nothin' Yet!

'til you see our refrigerator line for '59

RED HOT FEATURES! Creative engineering has already brought you Swing-Out Shelves, Automatic Ice, and there's more, much more!

RED HOT PRICING! Now! Creative engineering on the production line permits huge price reductions on every model in the '59 line!

RED HOT PROMOTIONS! "Operation Avalanche" was only the start. Watch for hottest promotion this side of (you know where)!

RED HOT PROFITS! Short, short line is bulging with built-in values to cut selling costs... command full margins on every sale!

Get the full lowdown at NORGE Harvest-of-Values Housewarming

Come one...come all...to the hottest profit hoe-down Norge ever threw! Dates to come from your Norge distributor. Make your plans! But don't miss this one if you have to crawl!



NORGE® Creative Engineering for Sales

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois.
Canada: Addison's Ltd., Toronto. Export Sales, Borg-Warner International, Chicago 3, Illinois

2 for the Money!

Double sales, double profits with these new matched appliances by RIVAL!

The matched elegance of the new Can-O-Matic and Ice-O-Matic makes your sales come in pairs. Sell both or sell one (your customer will be back for the other one later). Here is new harmony in design keyed to the modern electric kitchen—nationally advertised!



Can-O-Matic® ELECTRIC Can Opener

Push-button efficiency! Husky power unit automatically pierces can and severs lid. Cutting wheel and magnet slip off for easy washing.



Nothing to install—no screws or brackets. Only Can-O-Matic has concealed retractable legs for extra tall cans. MODEL 757.



Ice-O-Matic® PORTABLE ELECTRIC Ice Crusher

Touch a switch and Ice-O-Matic crushes ice just the way you want it—from extra fine to nugget-size—as fast as you can feed it in! A handsome, streamlined beauty, powered by a heavy-duty, "kitten-quiet" motor. MODEL 800.



Get in touch with your distributor or write
MANUFACTURING COMPANY
Kansas City 29, Missouri
Rival Mfg. Co. of Canada, Ltd., Montreal

ONE MAN Safely Delivers 800 LB. LOAD



YOU INCREASE NET PROFITS by cutting delivery costs with Easload Appliance Trucks. One man easily and safely does the work of two with Easload, the only truck that takes the weight off the man and balances it on retractable wheels.

The welded steel frame has protective rubber pads on the load side and tubular slide runners on the back. Heavy web belt and positive ratchet-type cincher secure appliance on truck. Load balances on large ball-bearing wheels, cushioned on 10 x 2.75 tires. Two small rubber wheels in toe plate aid loading.

ON MONEY-BACK GUARANTEE of satisfaction order Easload today (FOB L.A.) only \$57.50.

Colson Equipment & Supply Co.
1317 Willow Street, Los Angeles 13, Calif.

Quick easy way

to make pipe connections

FOR WASHERS, DRIERS,
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing



Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

new products

TELEVISION AND STEREO



Andrea Ridgeway console

Andrea TV Set

Andrea Ridgeway 21-in. lowboy console features newly designed chassis VR121-1 with stereo input jack and switch so the audio amplifier and speaker system may be used as second channel for stereo reproduction when setup with adaptable hi-fi phonos; chassis is horizontal, single unit design using 18 tubes, full service power transformer; a 110-deg. 21-in. aluminized tube and 2 front mounted speakers; phono connections are provided; hardwood solids and veneers in natural mahogany or blonde applied on mahogany veneers, or fruitwood applied to cherrywood veneers.

Prices, \$295, mahogany; \$305, blond or fruitwood. Andrea Radio Corp., 27-01 Bridge Plaza, N., Long Island City 1, N. Y.



Sonora low-boy No. LB-2159A

in. low-boy in walnut, mahogany, blond oak or cherry features hardwoods; 110 deg. deflection picture tube; slim lines; multiple speaker hi-fi sound system; removable tinted face-plate.

All feature new "Series A" Sonora chassis. Sonora Electronics, Inc., 35 N. Hoyne, Chicago, exports handled through Scheel International, Inc., 5909 N. Lincoln Ave., Chicago 45, Ill.



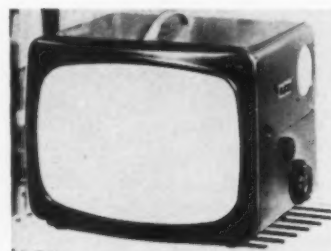
GS 77 Stereo Record Changer

GS Stereo Hi-Fi Changer

Features of the new stereo GS 77 record changer include stereo-monaural switch on changer deck to direct stereo signals to individual speakers, sends monaural signal to both speakers for new dimension in tone; quickchange cartridge holders (2 holders supplied); double-channel muting switch and RC network maintains silence for stereo channels during record change and at shut-off; service receptacle for automatic amplifier shut-off; automatic and full manual operation at all 4 speeds; 4-pole hum shielded motor has dynamically balanced rotor; speedminder automatically selects correct record speed when appropriate stylus is placed in play position; turntable pauses during change cycle; damped, acoustically isolated tone-arm; variable stylus pressure over wide range; jam-proof arm; finger-lift on tone arm permits easy manual use;

Operates on 105-130 volts, 60 cycles, a.c.; weighs 11 lbs; ebony and brushed gold trim case with oyster turntable pad. Accessories available include wood base, automatic 45 rpm spindle mounting board, all at slight extra cost.

Price, \$59.50 less cartridge. Glaeser-Steers Corp., 20 Main St., Belleville, N. J.



Sonora Muntz PS 1759A

Sonora 1959 TV

Sonora 1959 TV line is expanded into 17, 21 and 24 in., portable, table and console models of 90 and 110 deg. Thinline construction in 3 different series: Earl Muntz line includes PS-1759A, 17-in. portable and TM-2159A, 21-in. table model; both feature aluminized picture tubes; Standard Coil tuners; metal cabinets; ventilated in portable model, with scratch-resistant finishes; portable finished in charcoal; table model in pebble tan.

Superb Sonora line consists of P-1759A, 17-in. portable; TW-2159A, 21-in. table model and CW-2159A, 21-in. console. Features include Standard Coil tuners; aluminized picture tubes; filter safety glass; hardwood cabinets; built-in antennas in portable; top-front controls and fine tuning; portable comes in ivory, charcoal and white or red and white; table model and console in mahogany or blond.

Sonora Low-Boy, LB-2159A, 21-

new products

STEREO



G-E amplifier-speaker AS15

G-E Amplifier-Speaker

Designed to match G-E's stereomusaphonic phonos RT 1230 and RT 1231 for complete stereo record playing this new amplifier-speaker is available as AS 15 in mahogany and AS 16 in blond oak.

Features include a 10-watt hi-fi amplifier with 3 tubes plus rectifier; 2 8-in. speakers, on-off loudness control; separate bass and treble controls; pilot light; 12-ft. phono connection cord.

Price, \$59.95 mahogany; \$64.95, blond. General Electric Co., Radio Receiver Div., Bridgeport, Conn.



Bogen "Music Wall"

Bogen Wall-Mounted Stereo Systems

"Music Wall," a wall-mounting home music system of stereo components contained in walnut cabinets that take up little more space than picture frames and provide enclosure for new hi-fi components is announced by Bogen. The two Music Wall units shown contain, (left) model ST 662 stereophonic FM-AM tuner plus record storage space, (right) DB 212 stereophonic dual 12-watt amplifier and B 50 phono mechanism complete with stereo cartridge and diamond styli.

DB 230 is a stereophonic dual preamplifier-amplifier providing two 30-watt channels for stereo use, or 60 watts output in monophonic use; 120 watts peak power with harmonic distortion of less than 1 percent at 60 watts; 20 to 20,000 cycles frequency response. A 6-position selector controls inputs for tape, phono, radio or auxiliary connections; unit has volume, bass and treble controls plus two hi-lo filter switches; features include "speaker phasing switch" loudness contour selector for level-

ing out frequency response and a control for balancing the 2 channels.

ST 662 FM/AM for use with DB 230 is a stereo tuner with 3-way versatility: to bring in AM/FM stereo broadcasts; for regular monophonic AM or FM; also includes built-in provision for adding FM Multiplex stereo reception; has individual AM and FM tuning-eye indicators, automatic frequency control on FM.

DB 212, a second stereo amplifier-preamplifier with 24 watt output (two 12-watt channels) is also available.

Price, \$169.50; (pearl grey enclosure \$8); ST 662, \$189.50; DB 212, \$115. David Bogen Co., Div. The Siegler Corp., Box 500, Paramus, N. J.



Emerson Stereo 898

Emerson Table Stereo

Emerson announces a new stereophonic hi-fi table phono No. 898; designed for hi-fi, stereo and monaural operation; automatic 4-speed stereo and monaural changer; precision matched sound system uses 5 hi-fi speakers including companion stereo speaker ensemble.

Available in genuine blonde or mahogany hardwood veneers.

Price, \$128. Emerson Radio & Phono Corp., Jersey City 2, N. J.

BRIEF

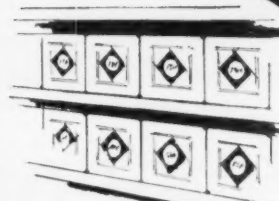
RMS has added Atlas antenna, a high gain, all channel antenna for fringe areas to the RMS Celestial Series antenna line; Quadro-Grip U-bolts assembly grips and secures antenna crossarm to mast 4-times to prevent turning and slipping on mast; available in following models: CAT-40, single bay for semi-fringe areas; SCAT-40 stacked for fringe areas; CAT-42 with added booster reflector and director section for maximum power in extreme fringe problem areas; CAT-42 with booster features a brace for added stress-proof support. Radio Merchandise Sales Inc., 2016 Bronxdale Ave., New York 62, N. Y.

LOOK!

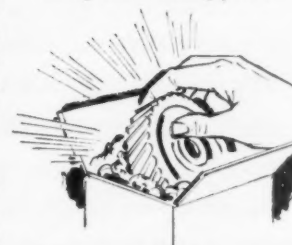
F.S.P. PARTS ARE PACKAGED TO CUT SERVICE COSTS!

Another *plus* you get with Factory Specification Parts for RCA WHIRLPOOL appliances! Individually packaged parts are easier to handle... easier to store in *less space*. There's no more fumbling with loose parts tossed into a container. You cut time on the job and in the shop! You save valuable storage space. And, you save costly service delays and customer-irritating call-backs. You always know the quality F.S.P. part will arrive in perfect shape. The sturdy package protects it from dirt, grime or possible damage by banging against other objects.

Quality F.S.P. parts... in quality packaging... give quality servicemen *extra service profits*. See your RCA WHIRLPOOL distributor or authorized A.P.J.A. parts jobber.



You save time and work in storing and handling parts.



Parts arrive without damage... you save delays and call-backs.



Factory Specification Parts for

Whirlpool APPLIANCES

meet the toughest specifications in the industry

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

IF YOU'RE SERVICING, HAULING OR SELLING



Studebaker Scotsman Service Pickup

DISCOVER JUST HOW MUCH THESE

THE SCOTSMAN HAS THE LOWEST PRICE TAG OF ANY FULL-SIZED TRUCK IN AMERICA! Initial price is just the beginning of your savings. The matchless performance of today's most efficient L-Head "6" or heavy-duty V-8 engines continues to cut your operating costs, day in, day out. The Scotsman not only saves money; it also increases payload . . . enables you to haul more appliance merchandise, for example. It gives you the widest clear-floor pickup box of any truck—with no wheel wells to get in the way. Moreover, its double-thick steel sides and ribbed steel floor make it the very strongest box obtainable. The Scotsman is also available with a stake body. It is equipped with steel rub rail, uprights and pockets. Stake racks go on and off—effortlessly. Count on The Scotsman to substantially cut your delivery costs. STUDEBAKER "HAUL OF FAME" TRUCKS — famed for ruggedness, reliability and remarkably low-cost operation (5,000 lbs. to 19,000 lbs. GVW). You get 210 h.p.—225 with 4-barrel carburetor option. You can team this efficient power with either standard three-speed or optional overdrive, 4-speed synchromesh or automatic transmission, and you have mile-by-mile operating thrift that pays off in greater profit. And, you can get power brakes that increase your safety under all load conditions. Need high torque power that can handle a really big payload at low cost per mile? Studebaker Heavy-Duty huskies (available to meet your individual body requirements) give you that extra hustle over the hills, faster acceleration when you need it most. They offer you many premium features for maximum performance and durability. Highest section-modulus frame, for example...truck or tractor versions in wheelbases up to 195"...exclusive Hill-Holder, a famous Studebaker "first" at moderate extra cost...and cab driving luxury that pays off in greater comfort, less driver fatigue and far safer hauling.

ELECTRIC APPLIANCES . . .



3/4 ton Studebaker Service Stake

Studebaker Service Panel Wagon

Utility Service Sedan—2 or 4 door sedan

2 ton Tractor with Van Trailer

STUDEBAKER VEHICLES SAVE YOU

VERSATILE STUDEBAKER PANEL WAGON . . . IT'S A DELIVERY TRUCK . . . A PROMOTIONAL VEHICLE . . . OR A PLEASURE CAR. You can change the personality of this car with just a twist of the wrist. With advertising panels in place, it carries your product or company name as it performs its duties as a delivery or promotional vehicle. Remove the panels, and you have a smart Lark Station Wagon. Economical to operate, it delivers peak performance on regular gas. To add even greater versatility to the Panel Wagon, it can be equipped with handy tool racks, thereby increasing efficiency of your home servicing operations. **THE UTILITY SEDAN** is an ideal home service vehicle. It gives you a spacious flat cargo area behind the front seat—convenient for carrying bulky merchandise or extra equipment. **AND FOR YOUR SALESMEN:** Don't overlook the 2- or 4-door Lark sedan as a salesman's car. Extremely economical to operate, it delivers peak performance on regular gas. It is the lowest priced full six-passenger sedan. Its smart styling says nice things about your company.



STUDEBAKER

Without obligating myself, I'd like to learn more about Studebaker Vehicles.

MR. AL FITZPATRICK, Manager—Fleet Sales

STUDEBAKER-PACKARD CORP./Dept. EM-11, South Bend 27, Indiana

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ZONE _____

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(Classified Advertising)
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EMPLOYMENT: "BUSINESS"

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AN ADVERTISING INCH is measured 1/4" vertically on a column—4 columns—48 inches.

UNDISPLAYED—\$2.70 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line.

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POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance.

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December issue closes November 12th.

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Counseling, planning and creative service. Writing, designing better sales letters, circulars, brochures, booklets, complete campaigns. Serving many of America's best-known companies. Est. 1932.

CHESTER PRINTING SERVICE
17 William St., Newark • MA 3-4627

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Small domestic, electrical appliances mfr. is interested in securing mfg. rights, with supplying of tools of discontinued models, technical assistance and trademarks, for saleable household patented items.

Full references in US—
P.O. Box 7952 Sao Paulo, Brazil

FINANCIAL SECURITY

See how I made over \$4,000 a month after 15 months as a manufacturer's agent. Our easy-to-follow course gives you all the inside answers. Write today for complete information!

MANUFACTURER'S AGENTS SURVEY
Dept. D 508 Forsyth Bldg. Atlanta 3, Ga.

WANTED

Anything within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of the thousands of men whose interest is assured because this is the business paper they read.

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Of Electrical Merchandising, published monthly at Concord, New Hampshire, for October 1, 1958.

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McGraw-Hill Publishing Co., Inc.
By JOHN J. COOKE, Secretary
Sworn to and published before me this 8th day of September, 1958.
[SEAL] JANET A. HARTWICK.
(My Commission expires March 30, 1959)

new products RADIOS, INTERCOMS RECORDERS



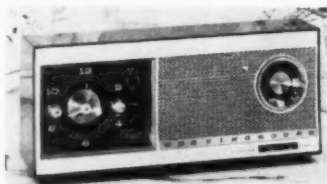
Motorola portable radio 8X26

Motorola Portable Radios

Two new portable radios are introduced by Motorola: No. 8X26, with 8 transistors, tuned RF stage for greater selectivity and sensitive tuning; available in maple sugar and charcoal. No. 7X25, a 7-transistor model comes in antique white and salmon.

Both models have vertical styling; molded cabinet with brass carrying handle that functions as stand. Features include a PLAcir chassis with 2 germanium diodes in each set; 3 1/2-in. speaker; crown ferrite rod antenna and built-in earphone for private listening; they measure 7x4 1/2 x 2 1/4 in.; weighs approximately 1 1/2 lbs. with batteries; both play several hundred hrs. on a set of 4 penlight batteries.

Prices, No. 8X26, \$54.95; No. 7X25, \$44.95. Motorola Inc., 4545 W. Augusta Blvd., Chicago, Ill.



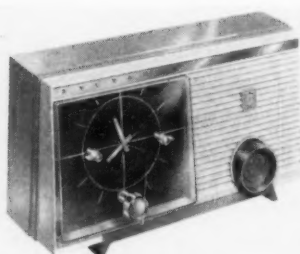
Westinghouse "Chantecler" clock-radio

Westinghouse Transistor Clock-Radio

Introduction of the "Chantecler" transistor clock-radio is announced by Westinghouse TV-Radio Div.

Features include slumber switch; wake-up-music; Sono-Riser electronic alarm tone; radio operates instantly on 4 pen-lite batteries or long-life mercury cells to offer up to 400-hrs. play on a single set of batteries; 8 transistors, 3-in. speaker; planetary tuning; single "D" cell battery operates separate clock movement up to a year-and-a-half without replacement of battery; self-regulating, permanently lubricated movement; recessed hole in back for easy clock setting; radio earphone jack; leather travel case additional.

Price, \$75. Westinghouse Electric Corp., TV-Radio Div., Metuchen, N. J.



Sylvania clock-radio No. 2109

Sylvania Clock-Radio

Tempo Timer, No. 2109, a 6-tube clock-radio has a Westclox timer with simplified front controls; available in 2-tone combinations, also an all-white version, Waltz Timer No. 2109 WH.

Prices, 3-tone models, \$32.95 and white, \$29.95 Sylvania Home Electronics, Div. Sylvania Electric Products, Inc., Batavia, N. Y.



Steelman Transatape recorder-player

Steelman Recorder

A portable recorder-player, the Steelman Transatape weighs 5 lbs; and measures 2-7/8 x 6 1/2 x 9-3/4 in; operates on 13 mercury penlite batteries with conventional 3-in. reels and tape; safeguarded against accidental recording or erasure of tape; warning light keeps novice from going too near microphone when speaking; 2-speeds: 1-1/2 ips for voices; 3-3/4 ips for music; converter permits plugging into a.c. outlet for home use, extension cord connects it to 12-volt car battery; black or tan leather case.

Price, "about \$200." Steelman Phone & Radio Co., Inc., 2-30 Anderson Ave., Mt. Vernon, N.J.

Sleepatron, a transistorized appliance reproducing the sound of falling rain to induce sleep, and drowns out other sleep disturbing noises; portable, powered for 1000 hrs. on 4 self-contained flashlight batteries; weighs 4 lbs.; uses 7 transistors; aluminum case, baked on white wrinkle and blue hammertone paint finish. Price, \$125. Gardiner Electronics Co., 2545 E. Indian School Rd., Phoenix, Ariz.

MERCHANDISING

SUPPLEMENT PRODUCTS - SERVICES

FOR MORE SALES—MORE PROFITS

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ELECTRICAL MERCHANDISING

330 W. 42nd St. N. Y. 36, N. Y.

editorial

LAURENCE WRAY Editor



WHY MODERNIZE?

GATHERED together in this issue you will find one of the most complete reference manuals ever published on the reasons and techniques for modernizing your business. Not merely the physical plant represented by your store and warehouse facilities, but the office equipment you use, the trucks and cars you need, the service department equipment and the lighting and air conditioning that make your business an attractive one for your customers.

Just as industry needs to up-date its plant and equipment, so too, must the distribution trades which move the products of industry to the ultimate consumer.

Keeping shop in the old-fashioned sense is not enough in these fast-moving, competitive days. Outdated methods of keeping records, moving and storing merchandise, display, and service add heavily to operating costs—and at a time when gross margins have shrunk and net is being squeezed.

Distribution in all lines of business today is becoming more and more streamlined. It is taking a leaf from industry's production efficiency and finding simpler, more economical and more efficient methods of handling goods. The department stores, the chains, the mass retailers and the distributors have taken the lead in this movement. Labor is an important element of cost and where the work of a machine will replace the work of a man, or a number of men, they are installing them.

Bookkeeping machines, for instance, designed for billing and posting in one operation; cash registers with built-in computers, up-to-date processes for inventory control. Or trucks especially designed to service and installation work; lift-trucks to speed handling and save labor; lighting that performs a sales function as well as for mere illumination. The list is endless.

ACTUALLY, modernizing in merchandising goes far beyond the mere updating of buildings, displays, accounting equipment and the like. It also embraces a new approach to sales trends—night and Sunday store openings—more efficient buying, a new look at the results being obtained from advertising and a re-appraisal of sales training and effectiveness of sales personnel. But first things ought to come first and if your place of business is either unattractive, or downright inefficient, you have lost the first round. The mass merchandisers and the discount chains are spending money to attract money—and they are succeeding.

If you read pages 42 through 45 of this issue, you will get a pretty clear picture of the need to modernize American industry in the face of the Russian expansionist threat. Yet it is in the field of consumer wants and needs that the Russians have sacrificed the most. That is our particular field. The very category of goods we sell

are the ones that have been largely denied the Russian people. And as the U. S. population adds 32 million more people in the next ten years, the opportunities for expanding our consumer goods industries is obvious.

BUT let's make no mistake about it—competition is going to get even more rugged in the next decade—and at all levels of the business. It's been going on for some time at the production level. At the distributor and retailer level, only the most efficient are going to survive, grow and prosper. The process is already under way. Basic markets of the 30's and even the 40's are undergoing explosive changes. Customer loyalties to traditional types of retailers are being strained. New types of retailing establishments are moving in to the appliance-radio-TV field. And if they make it more attractive, more convenient and more economical for your customers to trade with them, they are going to get the business.

Today, no one owns a customer. We are selling nationally advertised, brand merchandise and it is available at a wide variety of outlets. If you are going to compete it's time to start thinking of making your place of business the preferred one in your community.

The material in this issue has been gathered from experts in their respective fields. It will repay careful study.



Win a woman's confidence...

and
the
rest
is
easy!



Good Housekeeping never lets a woman down—whether she's reading about washer-dryers or deep fryers...electric beaters or hot water heaters. Because Good Housekeeping...

- **Investigates every product** that is advertised in its pages.
- **Checks every single claim** made for those products advertised.
- **Guarantees replacement or refund of money** if the products do not perform as advertised therein.

What's more, Good Housekeeping won't accept advertising that does not meet our requirements. No wonder more than 12,350,000* readers believe what they read in Good Housekeeping—the magazine that gives them more than twice as many pages on appliances, home furnishings and homemaking equipment as its nearest competitor. Sell your products in Good Housekeeping's unique climate of confidence!

*Look—Politiz Study



Good Housekeeping CREATES A CLIMATE OF CONFIDENCE FOR YOUR ADVERTISING

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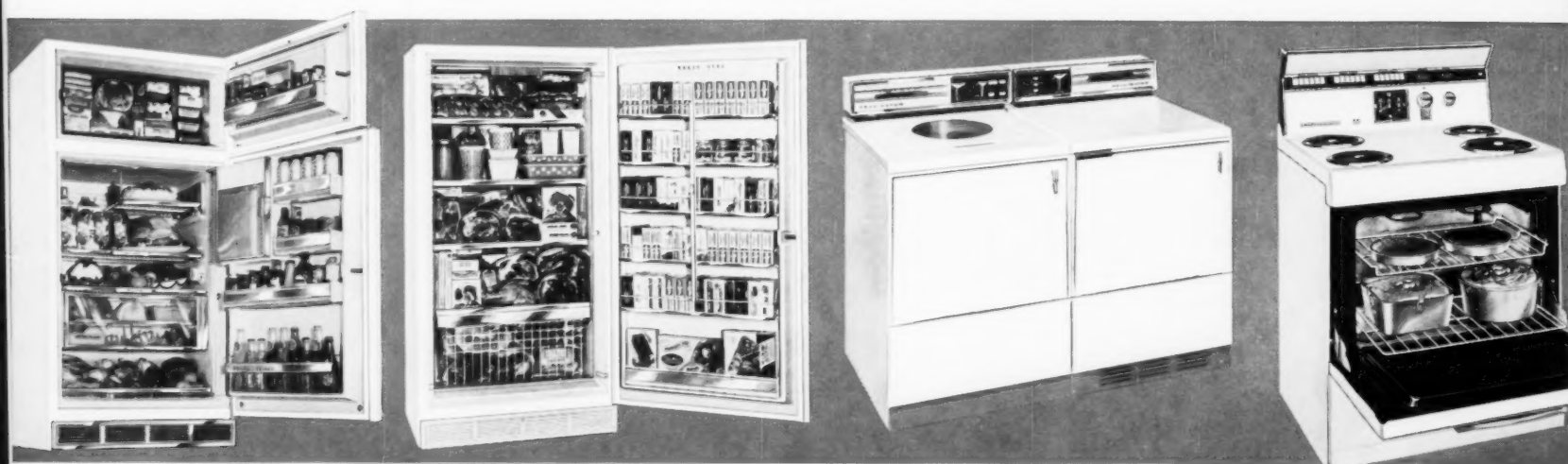
Be Sure Not to Miss It!

THE KELVINATOR

GOLD ROOM

PRODUCT SHOWINGS

**COME SEE THE PRODUCT LINE FOR 1959 THAT'S
BUILT BETTER TO SERVE BETTER . . . TO SELL BETTER**



YOU'LL SEE NEW 1959 KELVINATOR REFRIGERATORS!

MORE USABLE SPACE! MORE CONVENIENT TO USE! Kelvinator's Cold-Clear-to-the-Floor design uses valuable cabinet space many other manufacturers waste. In Kelvinator, the most-used features are found at true convenience level. See Kelvinator's new "Package Pantry," new "Cold-Mist Freshener," and all the easier-to-sell Kelvinator improvements at your distributor's Gold Room soon.

YOU'LL SEE NEW 1959 KELVINATOR HOME FREEZERS!

MAXIMUM CAPACITY! DEPENDABILITY! MORE CONVENIENCE! Come see how Kelvinator utilizes every inch of space for food storage. "Space-engineered" design provides maximum food storage in minimum floor space . . . a perfect example of how all Kelvinator appliances are *built better to serve better!* See the kind of sales ammunition you want to help you sell. At your distributor's Gold Room showings soon.

YOU'LL SEE NEW 1959 KELVINATOR LAUNDRY EQUIPMENT!

CLEANER, EASIER, SAFER WASHING . . . and save money, too! That's the Kelvinator automatic washer story for 1959, and it's effectively supported by eye-opening facts that will convince your toughest prospects. Kelvinator's exclusive "Magic Minute Dirt Loosener," and "EnerJETic" action tops anything else on the market. New Triple-Safe, Super-Speed Kelvinator Electric Dryers complete the picture, allow you to sell the most beautiful laundry pairs in town!

YOU'LL SEE NEW 1959 KELVINATOR ELECTRIC RANGES!

"END OVEN CLEANING FOREVER!" This promise will be the hottest selling tool of the range year . . . and only Kelvinator's new "Throw-Away" aluminum foil oven lining make it possible. What's more, Kelvinator offers simple controls for fully automatic surface cooking . . . and assures perfect oven baking. See all the new Kelvinator "years-ahead" features at your local Gold Room showing

**WATCH FOR YOUR
GOLD ROOM
INVITATION!**

You won't want to miss the good news in store for you at The Kelvinator Gold Room showings . . . coming soon to your area. If you haven't already received it, watch for your special invitation from your Kelvinator Distributor or Zone Manager.

You'll applaud the products . . . rave about the promotions . . . and approve the prices without fail. Here's a complete pro-

gram to put you out ahead of competition like never before. Great new demonstration features give you sales-making tools nobody else has.

Come and see the captivating display in its entirety at this most-important showing of 1959's most-important new line. At the Kelvinator Gold Room. Watch for your invitation.

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